BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 4 No. 6

WASHINGTON, D. C.
MARCH 15, 1933

Canada and Foreign $4.00 the Year

$3.00 the Year
15c the Copy

MAR 25 1933

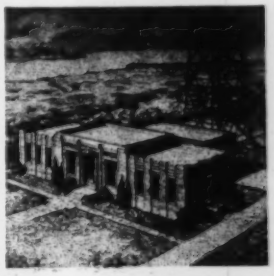
WE PRESENT OUR CASE . . .

COVERAGE!

New York Metropolitan area . . . *world's richest market* . . . 12,000,000 population within WMCA "good service" area . . . 3,000,000 receiving sets . . . *that's coverage!*

TRANSMISSION!

New $100,000 transmission plant *now in operation* . . . located in the geographical center of Metropolitan area . . . two 300 foot insulated towers . . . grounded in salt marsh . . . *every known device for perfect powerful transmission.*

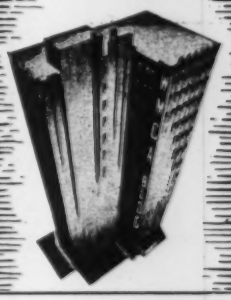


PROGRAMS!

A fast moving, varied program schedule *in the New York tempo and manner* . . . WMCA covers practically *every* event . . . *every* happening that is of interest to New Yorkers.

STUDIOS!

A truly modern broadcasting plant . . . 18,000 square feet of modern broadcast facilities in the WMCA Building . . . latest type equipment . . . and the popular WMCA Little Theatre of the Air.



PERSONNEL!

A highly trained organization of more than 75 showmen, technicians and engineers . . . *builders of vital, attention-compelling programs.*

RESULTS!

WMCA has proven through actual results for a varied clientele that New York is *now* one of the *easiest* markets in the world in which to gain a firm foothold. *Let us tell you of the experiences of others.*

I. J. Fox Fur Company
Hennafoam
Rokeach Food Products
Baker's Cocoa & Chocolat
Products Company
Gold Medal Flour
Association Furniture Co.
Adam Hat Stores
Jewelry Sto
Sally Fr
Rem Pharmaceutical C...
Ralston Purina Cereal
Forhan's Tooth
Miller R...
Maxwell House Coffee
Postum Ho...

America's Premier Regional Station

WMCA

THE "AIRLINE" TO THE

NEW YORK

METROPOLITAN AREA

KNICKERBOCKER BROADCASTING CO. • • • • INC.

DONALD FLAMM, *President*

WMCA BUILDING
NEW YORK CITY

CHICAGO OFFICE
FREE & STEININGER
180 NO. MICHIGAN AVE.
CHICAGO, ILL.

XUM

"We couldn't afford to discontinue WKRC"

The Cincinnati advertiser who recently made this statement had to cut down expenses somewhere. He began to watch every advertising dollar closely. And it was then that he learned just how effective WKRC was in increasing his sales—and in building "good-will" for his organization among the retail trade. He found that he couldn't afford to discontinue WKRC, and renewed his contract for another six months!

WKRC shows definite sales-results because it is the *only* outlet for the ever-popular Columbia Network—because it occupies a preferred position on the dial (550 kilocycles)—because it has the finest of technical equipment—and operates on a full 19 hour schedule.

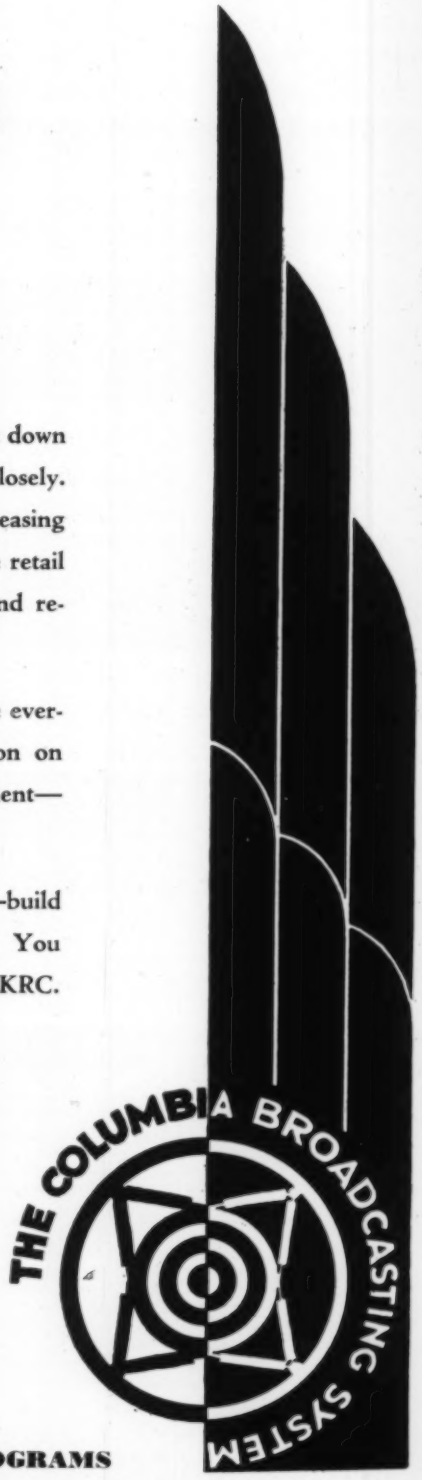
If you wish to secure immediate distribution—increase your sales—build good-will among your retail outlets—spot a trial campaign on WKRC. You too will renew. You will discover you can't afford to discontinue WKRC.

WKRC **Cincinnati, Ohio**
1000 Watts

New York and Chicago Sales Representatives:

RADIO SALES, INC.

485 Madison Ave., New York 410 N. Michigan Ave., Chicago, Ill.



AN EVENING SCHEDULE OF MORE THAN 70% COLUMBIA PROGRAMS

NEW YORK BOSTON DETROIT CHICAGO KANSAS CITY OMAHA SAN FRANCISCO

Proof Again

SCOTT-HOWE BOWEN
INCORPORATED
NATIONAL REPRESENTATIVES FOR BROADCASTING STATIONS

MAIL AND REPRESENTATIVES
MACY & KLANER, INC.
TELEPHONE SUPERIOR 4716

SEND REPLY TO
CHICAGO OFFICE
400 NORTH MICHIGAN AVE.
CHICAGO

February 16, 1933

Dear Mr. Billings:

Your station has done such a magnificent job on the SOS campaign that I thought you would be interested in some specific figures.

First of all, on a schedule of 16 stations, all large network affiliated stations, KSTP brought in more inquiries enclosing carton tops than any other two stations on the schedule.

Secondly, the cost per inquiry on KSTP was the lowest on the entire schedule - being exactly 50% of the cost of the next station.

It so happened that in the Twin Cities, due to a certain local sales problem, two stations were used. In every other city only one station was used.

Here are the actual returns from January 12 to February 2 inclusive:

Station	Number of Inquiries	Cost per Inquiry
KSTP	1502	6¢
Station B	431	28¢.

At less gross cost per week, KSTP brought in about 3½ times the number of inquiries, at less than 1/4 the cost per inquiry.

Congratulations! You have done an excellent job.

Sincerely,

Lawrence Field
Western Manager.

Lawrence Field:mb

Mr. Ford Billings
Radio Station KSTP
St. Paul, Minn.

★DEFINITE PROOF . . .
that KSTP LEADS by ACTUAL RESULTS
in the TWIN CITY MARKETING AREA
. . . . the 9th U. S. RETAIL MARKET
KSTP
EXECUTIVE OFFICE: Hotel St. Paul, ST. PAUL, MINNESOTA
NEW YORK OFFICE: 1010 Graybar Building
CHICAGO OFFICE: Free & Steininger Inc. 180 N. Michigan Ave.

XUM

52 CONSECUTIVE WEEKS the WLS Barn Dance Crew Has Played *With Every Seat Taken*

In One Year

117,332

People Paid 75c Each to See This Radio Program Broadcast

One Solid Year at the Eighth Street Theatre in Chicago

On March 19, 1932, WLS started t broadcast the National Barn Dance fro the Eighth Street Theatre in Chicag Tickets are 75c per person.

When the cowbells ring the show start And this cast of more than 65 WL Artists keeps it going till midnight.

The first show starts at 7—the second a 9:45. Even on the coldest night thi winter the house was sold out. Lowe photo shows crowd waiting for the secon show to start.

Every State in the Union Listens to the National Barn Dance

The largest single-station radio audience in the world listens to the WLS Saturday Nigh National Barn Dance. This audience reaches from Coast to Coast and from Canada t Mexico, as proved week after week by the mail response.

The WLS National Barn Dance offers to advertisers an opportunity that is unequalle anywhere else. If you will write or call, we shall be glad to tell you more about i

WLS—The Prairie Farmer Station

Burridge D. Butler, President — Glenn Snyder, Manager

1230 West Washington Blvd., Chicago, Ill.

Published semi-monthly by BROADCASTING PUBLICATIONS, INC., 860-870 National Press Bldg., Washington, D. C. Application for second class entry at postoffice at Washington, D. C., pending under Act of March 3, 1879.

XUM

BROADCASTING
and
Broadcast Advertising

VOL. 4 NO. 6 WASHINGTON, D. C., MARCH 15, 1933 $3.00 PER YEAR—15c A COPY

Radio Plays Major Role in Banking Crisis

By MARTIN CODEL

Facilities Are Placed at Command of Nation's Leaders Whose Messages Prove Steadying Influence on Populace

CAUGHT in the whirlpool of the banking crisis, radio not only stayed on even keel but moved swiftly forward to place its resources at the command of President Roosevelt and the new Democratic administration. The last fortnight, from the remarkable broadcasts of the inauguration ceremonies forth, was replete with further demonstrations of radio's tremendous importance as a primary medium for keeping the body politic apprised of news developments of vital interest to everyone. It was a period of radio news reporting on a magnificent scale, with the networks sparing no effort or expense to provide an intensive coverage of the Washington scene.

Broadcasters throughout the country were affected by the banking holiday in the same way that their accounts and other businesses were affected. There was a tendency, at least locally, for accounts to withdraw or suspend their time commitments, but no one feared that this was anything but a temporary expedient. The reassurances that came from President Roosevelt, Secretary Woodin and various business leaders soon dispelled all thought that the business of broadcasting, along with other business, was destined for the demnition bow-wows.

"Calm, Confidence, Good Humor"

Upon the broadcasting industry—and no less upon the sponsors of broadcast programs and their agencies—rests a tremendous responsibility. Gratified as we may be with the way radio reported the inauguration ceremonies, the Presidential proclamations, the convening of the new Congress and the general news of the banking crisis, we must not stop with those achievements. Each of us in radio, whether we operate stations or use the time of stations, has an intensified responsibility in the weeks to come, during which President Roosevelt and our other new leaders will unquestionably solve our financial ills.

That responsibility, in addition to cooperation with our local as well as national leaders, is the maintenance of a spirit of calm, confidence and good humor. Such a spirit should prevail in our own business procedure, of course, but more than that it should be the keynote of our broadcast programs. On behalf of the organized broadcasting industry, I have proffered the new Administration radio's full and unqualified cooperation in the tasks before it. This offer was extended not merely with the thought that we will cheerfully clear the air for the President on an instant's notice as he sees the need, but with the idea that our own peculiarly direct and intimate relations with the people can do much to maintain morale during the crisis.

As we radiate calm, confidence and good humor in our attitude and in our broadcasts, so will the listening public—60,000,000 of our citizens—become infused with the same spirit. Radio's stake is our country's stake. There are no interests paramount to the interests which President Roosevelt, in whom we all have boundless faith, is striving to protect.

ALFRED J. McCOSKER,
President
National Association of Broadcasters

Facilities are Tendered

THOUGH SPONSORS in many cases were unable temporarily to meet their invoices, and though many stations had to delay payrolls and other outlays while revenue sources were paralyzed, sales and merchandising activities were pursued generally with usual vigor. Like most other enlightened business concerns, confident of a quick recovery of the national financial situation, radio extended credit freely—indeed, radio was used substantially in many cities by local business houses both to offer mercantile credit extensions and to keep the public calm about the ultimate effect of the banking hiatus on individual and collective pocketbooks.

Messages from the radio leaders were dispatched immediately after the inauguration of President Roosevelt to assure him that his administration could command a clear "right of way" on any or all the wave lengths upon instant demand. Representing the rank and file of broadcasters, President Alfred J. McCosker of the NAB sent the following telegram to President Roosevelt:

"It is with great sincerity that I assure you of the hearty and continued cooperation of the broadcasters of the United States throughout your administration. We deem it a privilege to place our facilities at your disposal whenever you desire them. We are confident your administration will be a most successful and notable one." Similar telegrams were also sent to every cabinet officer.

Before orders went out in network headquarters to scan all continuities to eliminate any allusions to the banking situation that might conceivably arouse fear and unrest, Presidents Aylesworth of NBC and Paley of CBS also sent telegrams to President Roosevelt to offer their facilities without qualification. Networks stood by to clear the wires and radio channels of commercial or other programs for any presidential message or proclamation and for any information the Secretary of the Treasury might want to impart. On Sunday evening, March 12, President Roosevelt took his first advantage of these offers to deliver his talk on the opening of the banks the next week—a talk which both NBC and CBS carried and which probably had the largest audience in radio history.

Extending his sweeping powers to radio, President Roosevelt if he chose to do so might have commandeered the radio for the government as though the nation were at war, but the immediate cooperation extended by radio obviated any suggestion that such a need would arise. Indeed, Mr. McCosker was in Washington for the inauguration and thereafter ready and willing to establish, on a moment's notice, any liaison between radio and the federal authorities that need might dictate.

Not a scrap of official information escaped the keen ear of the networks' microphones during the last 10 days. Close contacts were established by them with the White House, the Treasury and Congress—and millions of listeners during day and night hours heard President Roosevelt's proclamations and addresses and Secretary Woodin's official pronouncements for the first time by radio. Though radio's speedy transmission naturally got the information to the public faster than any other medium possibly could, no attempt was made to compete directly with the press. Radio flashes were confined to official information purely, while commentators exercised extreme caution in their interpretations of developments.

The audience was almost invariably urged to read the forthcoming editions of its local newspapers for further information.

"Business as Usual"

WITHIN the radio ranks, the same calm spirit prevailed that was apparent among the American people as a whole. The byword was "business as usual." If business hesitated, the station and network managers did not. This was an emergency into which everyone in radio threw his heart and soul, always with a supreme confidence in the wisdom of the new leaders of the American people.

In some localities the industrial and banking leaders used radio to quiet the fears of the people. This was more apparent on the part of local retailers and a few national concerns than among bankers, however. The latter, as in Michigan, where the bank holiday precipitated the national crisis, at first preferred to remain silent and to have all news emanate from Washington. In Detroit the offers of the stations to place their time at the disposal of the bankers were not accepted until March 8 when

the First National Bank, largest financial institution in the state, took time on WJR for a series of explanations by officers of the bank to keep the public apprised of developments. Questions and answers sent in by the public were made the subjects of interviews.

There was some danger, of course, in throwing open the microphone to all who sought time to address the people on the banking situation. Cranks with pet nostrums might excite undue fears. The obvious and natural source of news and comment, since the crisis was national, was Washington, and for the most part ears were tuned to Washington. One of the interesting features of the situation was the great demand for office radios, usually midgets or the new "cigar box" models, among business men eager to catch every scrap of news that came via radio.

Loucks Advises Caution

STATIONS and networks had many demands for time from questionable "saviors of the people." The networks at Washington established a policy of refusing time—all too eagerly sought by new members of the new Congress—except to officials of the administration or their authorized spokesmen. To members of the association, Philip G. Loucks, managing director of the NAB, sent the following letter of caution:

"Recently a number of reports have reached this office regarding statements broadcast by various stations tending to disturb the confidence of listeners in banking and other financial institutions. In most cases it appears that these statements are being made by news commentators and other speakers without the previous knowledge and approval of the station managers.

"As a measure of protection to your station against criticism or possible litigation, and also as a service to the country in restricting the output of unfounded rumors, it is strongly urged that you carefully scrutinize in advance all news broadcasts and speeches, for the purpose of eliminating all statements which may reflect inaccurately on the position of financial institutions. When such advance scrutiny is impossible, it is suggested that you caution news commentators and speakers against giving currency to rumors which may have disastrous results both for the public and for your station."

Upward Turn Forecast

IT IS FAR too early, as we go to press, to predict with any degree of confidence what the outcome of the situation will be so far as it affects radio. It is fair to assume, along with Democratic and Republican leaders alike, however, that the banking crisis marks the lowest point in the depression. Their confidence that business will soon take a turn for the better is confirmed by leading economists and by such authorities as Roger Babson and Dun & Bradstreet. It is further confirmed by the apparent movement toward a rise in prices, which is generally regarded as the first step toward a new prosperity.

Speaking for the National Retail Dry Goods Association, organization of 3,800 department stores and specialty shops throughout the country, Lew Hahn, president, predicted following a board meeting in New York that a wave of public buying and higher prices is likely to follow the crisis. In the NEW YORK TIMES he was quoted as saying:

"In a period of great business activity, such as that which preceded the crash of 1929, the general public evinces a strong preference for the things rather than for money. This means great business activity. A depression promotes caution and a complete change of psychology. People then prefer money to things and business decreases.

"The financial crisis may change this psychology again by shaking public confidence in money and leading to a strong determination to exchange money for what it may procure in things. This would mean a great wave in buying."

Covering the Inaugural

TO RETURN to the way radio itself has met its public service obligations, aside from making its services instantly available to the national leaders. The handling of the inauguration ceremonies March 4, covered more intensively than any other event in history, was

(*Continued on page 25*)

RADIO COVERS CONGRESS—For the first time, microphones were installed on the rostrum of the House to carry actual proceedings of a session. Above, Speaker Rainey, whose words were broadcast as he presided, NBC later carrying debate on banking bill. Below, Harry Butcher, CBS, interviews Senator King in Senate anteroom. At control is Earl Merryman, WJSV operator. Next to Senator King are Robert Trout, CBS presidential announcer; William Bruckart, newspaperman, and James Ring, committee clerk.

PRESIDENT'S MIKE—This is the specially designed microphone stand presented by CBS to President Roosevelt, and used by him for the first time during the inaugural ceremonies March 4. Herbert Glover, CBS director of news broadcasts, shown above, made the presentation. Outlets are provided for additional hookups and sound movies.

Sykes is Renamed, J. H. Hanley Slated For Commissioner

No Immediate Change Seen In Radio Regulation

Judge Sykes

JUDGE E. O. SYKES, of Mississippi, was reappointed to the Radio Commission March 13 by President Roosevelt to represent the third zone. His confirmation by the Senate is expected at once, probably to be followed immediately thereafter by his election to the Commission's chairmanship.

The only remaining member of the original commission, Judge Sykes was reappointed to the third zone post, which he held continuously for six years until Feb. 23, when his last term expired. He was reappointed by President Hoover, but the last Congress failed to confirm the appointment. There has never been any doubt about his reappointment because of his excellent record on the Commission and almost universal support throughout the industry. He headed the American delegation at the Madrid Conference, and will also go to Mexico City shortly as a delegate to the North Amercian Conference.

Associate of Mullen

Mr. Hanley

APPOINTMENT of James H. Hanley, an attorney of Omaha and long an associate of Arthur F. Mullen, vice chairman of the Democratic National Committee, who served as the Roosevelt floor manager at the Democratic national convention, to fill the unexpired term of Maj. Gen. Charles McK. Saltzman, former chairman, is expected shortly. Gen. Saltzman resigned last July, although his appointment did not expire until Feb. 23, 1936.

President Hoover, just before he retired from office, named Prof. J. C. Jensen, director of WCAJ, Lincoln, Neb., operated by Nebraska Wesleyan University, to succeed Gen. Saltzman. Prof. Jensen being a Republican, the Democratic Senate naturally declined to consider the nomination.

Other Changes Dim

REPORTS widely prevalent that the Commission would be abolished and radio regulations thrown under some other agency as a part of the economy-reorganization plans of the Roosevelt administration, are refuted for the time being at least, with the reappointment of Judge Sykes. Other changes in the Commission's membership rumored during the last few weeks, it was indicated in high Democratic councils, are still possible although less probable than before.

Mr. Hanley has been prominent

(*Continued on page 27*)

Wynn Reveals Third Network Plan of Revolutionary Caliber

Commercial Credits Limited, Press Ads Tied-In; Eastern Branch Ready to Start Operating

ELABORATE plans for a "third network", proposing to introduce revolutionary changes both in the handling of commercial programs and in station relations, were announced March 10 by Ed Wynn, Broadway comic and prime mover of the enterprise, at a dinner tendered the radio press in New York. The first phase of the project, which was exclusively announced by BROADCASTING in its Feb. 1 issue, will begin "within 10 days," Mr. Wynn announced. The initial network will be called the Atlantic Seaboard Broadcasting Co. and will cover populous centers along the eastern seaboard from New York to Washington and using Western Union lines.

The announced policy of the Wynn chain will be to mollify the press by limiting commercial credits to 30 words at the beginning and end of each program, without price mention, and then to refer listeners to the sponsor's newspaper ads. Mr. Wynn disclaimed any malice toward existing networks but declared that a new element of "showmanship" was needed in radio, and that his preparations are complete.

WCDA is N. Y. Key

SHOULD the first link of the project succeed, Mr. Wynn claimed he had unlimited resources from an unnamed "Detroit millionaire", believed to be Edsel Ford. The comedian has indicated that he would spend $200,000 of his own money during the trial period of 30 days following opening of the eastern link, which is being projected by the recently formed Amalgamated Broadcasting System, Inc., 551 Fifth Ave., New York.

The New York outlet for the network, he announced, will be WCDA, owned by Walter Whetstone and operating full time on 1350 kc. with 250 watts. Others aligned are WOAX, Trenton, also Whetstone-owned; WDEL, Wilmington, of the Mason-Dixon Group; WPEN, Philadelphia, owned by Paul F. Harron; WCBM, Baltimore, owned by John Elmer, and WOL, Washington, owned by LeRoy Mark.

It was made clear that all of the stations are independently owned and that all additional stations later linked in the network will be independent. There is no present intention of associating in the Wynn group stations now affiliated with either of the nation-wide networks.

Discussing advertising, Mr. Wynn said it is his intention to return some of the business that radio allegedly has taken from newspapers and magazines. The 30-word limitation, he asserted, would mean a minimum of sales talk, with no mention of the sponsor between beginning and end of program. The closing announcements, he declared, will advise listeners to read the next day's newspapers for an announcement concerning the sponsor's product.

Mr. Wynn reiterated his intention of serving as master of ceremonies during the evening program schedules. His present Texaco contract for NBC expires next month. Whether it will be renewed is problematical. Declaring that he would "bring the theater to the air," he said that too much commercialism has robbed radio of the Broadway tradition.

Regarding future plans, Mr. Wynn said he had 37 stations aligned in the south and 40 between Chicago and Seattle that he can secure upon call. It was indicated that the next step would be to link the Michigan State Network, operated by George Trendle, of WXYZ, Detroit, with the eastern group, via Pittsburgh. In other words, a line would be run by WXYZ to Pittsburgh to tie into one from WCDA to the same city.

"One of the richest men in the world," Mr. Wynn declared, "is interested in this third chain. He does not like Jews and yet I am a Jew. It is the beginning of a Jews' business on a Christian basis."

Declaring his belief that the radio chains have cut seriously into newspapers and magazines, Mr. Wynn said: "My chain will have very little if any advertising. What I am going to do is throw millions of dollars back to the newspapers and magazines. I have 27 accounts ready to start on my chain, and among my first sponsors will be George Fink, president of the National Steel Co., Detroit, who will broadcast but has nothing to sell.

"I can start a nation-wide chain within 60 days, but I don't want to. I want to start slowly. I can get any independent station in the country I want."

Mr. Wynn said he is prepared to furnish a 16-hour program schedule daily, using artists not now on the air under contract. He said he has engaged 700 actors, including some of the best known names in the theatrical world.

Low Rates Promised

THE AREA which would be covered by the eastern group of the network embraces 30 per cent of the population and 40 per cent of the purchasing power of the country, according to an Amalgamated spokesman. Consequently, he said, advertisers can buy intensive coverage at extremely low rates.

The tentative contractual relations of the proposed network with its stations was reported in the Feb. 1 issue of BROADCASTING, but none of the six stations, it is understood, has any contract. The 30-day program test period will give the stations opportunity to appraise the worth of the project, after which it is intended that they shall talk definite contracts and charges.

Use of the Western Union lines represents another new departure in network broadcasting. These lines are essentially designed for Morse code, and were not originally designed to be balanced for transmitting voice or music frequencies like A. T. & T. lines. But LeRoy Mark, owner of WOL, Washington, declared that tests during the week of March 6 failed to develop any line hum or noise level above that experienced on telephone lines. Rates for the Western Union lines were said to be 40 per cent below those for A. T. & T. circuits.

Studios of WCDA, as key for the network, will be in the Liggett Building, 42nd and Broadway, New York. Associated with Mr. Wynn in the executive end of the project are Ota Gygi and G. M. King, program directors, and W. J. Spieser, New York attorney.

Comic Turns Executive

Early to Handle Radio Contacts at White House

CONTACTS with the White House relative to broadcasting events will be handled through Stephen T. Early, former Washington newspaperman, who has been named as one of the three secretaries to President Roosevelt. Mr. Early, who resigned from Paramount News to take the White House post, will be in charge of press relations and will deal with newsreel and photographic organizations as well as newspapers and broadcasting companies.

President Roosevelt's secretarial contact with members of Congress, the cabinet and other members of officialdom is Marvin H. McIntyre, also a former newspaperman and one well-acquainted with radio. He will also handle all appointments with the President. Mr. McIntyre formerly was Washington representative of Pathe News, and after its sale to RKO he became the Washington representative. Both were newspapermen in 1920 when President Roosevelt was Assistant Secretary of the Navy.

GREATEST FEAT OF NETWORKS

NBC and CBS Assemble Largest Staffs in History To Cover Inaugural Cermonies

THE LARGEST staff of commentators, announcers and technicians in radio's history—exceeding by a wide margin even the extensive setup for the Chicago political conventions last summer—was mustered by each of the national network organizations for the Roosevelt inauguration March 4. Dozens of pickup points were established, and the whole event was on the air a total of more than eight hours on both NBC and CBS.

Besides being broadcast nationally to the exclusion of all other programs, the inaugural ceremonies were carried via short waves to all foreign countries that cared to rebroadcast them. Reports from England, Germany, Hawaii, Japan and various other countries indicated that much of the event was carried and that President Roosevelt's memorable message was listened to eagerly.

Via the short wave facilities of WGY and KDKA, Kurt Sell, representing the Wolff news agency of Germany, broadcast from Washington to the German broadcasting system, as he regularly does on a bi-weekly schedule. S. K. Ratcliffe of the LONDON SPECTATOR was the special announcer for the British Broadcasting Corp. NBC's other commentators and announcers were: David Lawrence, William Hard, Floyd Gibbons, Anne Hard, Charles Francis Coe, Graham McNamee, Frank Sinsinger, Charles Lyon, Herluf Provensen, Norman Sweetser and Charles O'Connor. Observers and reporters for NBC were Vincent Callahan, A. E. Johnson, Richard Chaplin and Vance Babb. William Burke Miller was in charge of the entire staff.

The CBS speaking staff consisted of Frederic William Wile, Edwin C. Hill, Boake Carter, H. C. Kaltenborn, Ted Husing, Don Ball, Paul Douglas, T. W. Church, Robert Trout, Lawrence Elliott, Harold Gray and William Slater. The executive staff included Herbert B. Glover, Joe Donohue, Henry A. Bellows and Harry Butcher, with Paul White and Robert Taplinger in charge of publicity.

The NBC technical staff consisted of C. H. Campbell, H. W. Yates, S. H. Rose, W. R. Brown, H. P. See, F. V. Becker, C. M. Hutson, R. W. Pickard, H C. Gomberg, C. Fisher, A. R. McGonegal, D. A. Ullman, W. H. Chew, C. F. Rothery and Carl Lorenz. On the Capitol dome, W. C. Resides and A. A. Walsh were at the controls, and on the Washington Monument Dewey Sturgell, C. A. Atwater and R. Bauer were stationed. E. C. Wilbur was on the roof of the National Press Building in charge of the stationary short wave transmitting station, which cued channels to all mobile positions.

Edwin K. Cohan was in charge of the engineering activities of CBS, and his staff included Henry Grossman, A. B. Chamberlain, C. Mundorf, F. Evans, G. Hagberg, L. Farkas, J. Hillegas, R. Trago, J. Spear, W. Lodge, L. H. Bowman, M. Beale, Clyde Hunt, Harold Forry and Earl Merryman.

Parcel Post Open To Net Fan Mail

Stations May Forward Letters Unopened in Bulk Form

IN A FURTHER revision of regulations governing the handling of radio fan mail, the Post Office Department has ruled that network-affiliated stations may forward such mail, unopened, in bulk via fourth class parcel post. Last December the department, on inquiry, ruled that such mail might be sent unopened by express or other similar method without payment of additional first class postage.

As in the earlier order, the department pointed out that the ruling is limited to the forwarding of audience letters from stations to network headquarters and does not cover forwarding from network to program sponsor or agency. In the latter instance the department specifies that the mail must carry additional first class postage under the exclusive monopoly given the Post Office by Congress for the carrying of mail. The new ruling was issued Feb. 15.

To Check Service Use

IN A CIRCULAR to all postmasters, the Third Assistant Postmaster General instructed them to furnish the new information to all stations within their postal districts, and thereafter to advise the department as to the extent to which stations utilize the mails for the parcel post transmission of audience letters.

The letter, containing the ruling, follows in full text:

It is understood that quantities of "audience" letter mail intended for advertisers or sponsors of radio broadcasting programs, addressed and delivered to local radio broadcasting stations, are, without having been opened, being offered for remailing to the headquarters of the broadcasting system, and are later sent to the advertisers or sponsors of the program to which they relate.

When letters so addressed are delivered to a radio station in accordance with the address appearing thereon and after having the addresses changed are remailed to addresses they are subject to a new payment of postage.

The provision of the postal laws and regulations under which first-class matter may be forwarded without additional charge for postage applies in cases where the addressee has actually changed his address. It does not apply under the conditions existing with respect to matter addressed to a broadcasting station at the instance of the addressees and there has been no actual change in the address of the addressees.

"Audience" or "fan" letter mail, intended for sponsors of radio programs, prepaid at the letter rate of postage and addressed in care of and delivered to local radio broadcasting stations, if not opened by the latter may be mailed by them in bulk to the headquarters of the broadcasting network with postage prepaid at the fourth-class or parcel post rates computed on the bulk weight of the parcels, provided the letters are not to be opened at the headquarters of the broadcasting network, but are to be sent unopened to the sponsors. However, when such letters are remailed by the headquarters office of the broadcasting network to the sponsors, advertisers or others, to be opened, such letters may not, under the latter conditions, be accepted at the fourth-class rates, but are chargeable with postage at the first-class rate.

You are instructed to furnish this information to all radio broadcasting stations within your postal district. Also thereafter please advise this office, Division of Classification, as to the extent to which such broadcasting stations utilize the mails for the purpose indicated.

TESTIMONIAL TO A FRIEND—Alfred J. McCosker, director of WOR and president of the NAB, at extreme left, is presenting a testimonial scroll signed by leading figures in New York business and social life to William Woodin, just before the new Secretary of the Treasury departed for Washington. Occasion was a dinner March 2 to Mr. Woodin given by WOR, where many of his compositions have been introduced, including "Red Lacquer and Jade" which is named after a popular WOR program. Next to Mr. Woodin are Mrs. Woodin, Paul Whiteman and George Shackley, WOR musical director and intimate friend of the composer-Secretary.

New G. E. Drive

A SPRING newspaper and magazine drive, designed to stimulate the sales of refrigerators, electric ranges and dishwashers, will be started April 3 by General Electric Co., which has announced it will devote part of its regular radio periods to commercial announcements to build up G. E. salesmen. Batten, Barton, Durstine & Osborn handles the campaign.

Adams Joins WMCA

APPOINTMENT of John T. Adams, former president of the Adams Broadcasting Service, as vice president of WMCA, New York, was announced March 1 by Donald Flamm, president of WMCA. Mr. Adams has had a varied career in radio. For a time he was director of sound for Vitaphone, and later he was president of the Wolfsohn Musical Bureau and Hudson Radio Program Corp. In connection with Batten, Barton, Durstine & Osborn, he originated and produced the Atwater Kent concerts on NBC. He also is a former vice president and director of CBS and Columbia Concerts Corp.

NBC in San Francisco met the California bank holiday by paying all artists half salaries in currency and holding balance of salary until banking situation cleared.

ROOSEVELT: PERFECT BROADCASTER

President's Ease in White House Debut Delights Network Technicians; Shows Interest in Setup

By DON CRAIG*
Radio Editor
Washington Daily News

PRESIDENT Roosevelt made his first radio address from the White House Sunday night, March 5. And if ever there was a pleased crowd of men it was the NBC and Columbia crews that sauntered out onto Pennsylvania Avenue half an hour later.

President Roosevelt is the perfect broadcaster. He knows what radio requires of him. For that matter, so did Hoover. But there is an air of consideration and informality about the White House now that is unique.

The President broadcast from the big Oval Room instead of from the Lincoln Study or the Cabinet Room used by Hoover. He smiled all over his face when he saw the mikes already set up.

"These mikes don't look like the ones we had at Albany," he commented. One of the engineers explained some technical differences.

"And what's the 'CBS' for?" he added. Somebody else explained that it was the sign used here instead of the large "Columbia" lettering. "Oh," he smiled.

The minutes flew by. Roosevelt chatted with Cordell Hull. Mrs. Roosevelt came in, greeted the assembled group and sat down with her knitting in her lap.

"When do I start?" Roosevelt suddenly asked. They explained the cues to him. He took as much interest in it all as though the handling of the dials were his particular job. The cue came through. Carlton Smith tapped him on the shoulder. And the broadcast was on.

When it was over there wasn't a sound. Roosevelt laid his papers down on the table and waited in silence. He glanced at one of the production men. His raised eyebrows asked, "Was I all right?" The first break came when one of the engineers voiced the customary "O. K." Somebody said "Thank you, Mr. President." Roosevelt nodded and smiled again. And it was over.

*Reprinted by permission of the WASHINGTON DAILY NEWS.

Chesterfield's Account Going Off CBS April 15; Etting Refuses Offer

CHESTERFIELDS, handled by the Lennen & Mitchell Co., New York, goes off the CBS network April 15. It is currently sponsoring six programs weekly, two each of Ruth Etting, Bing Crosby and Jane Frohman, with Lennie Hayton's orchestra.

Chesterfield planned to remain on the air with but one program, featuring Miss Etting. The agency told Miss Etting about the plan but requested her to take a cut of about 40 per cent in salary. She refused. Miss Etting's contract expires March 30, but Lennen & Mitchell requested her to continue for two additional weeks at the contracted salary, and she agreed.

Bing Crosby is forced off the program, whether the account desires him or not, because he is under contract to Paramount for a motion picture. He will leave for the west coast shortly after the program suspends.

Jane Frohman, a Chicago songstress, was engaged for the Chesterfield series the middle of February. At first it was reported that Chesterfield would remain on the air with Miss Frohman only, but later reports were that the account decided to go off the air altogether.

150 Stations Carrying A.F.A. Advertising Talks

MORE than 150 stations in 46 states have agreed to carry the series of 15 weekly talks on advertising, addressed primarily to the general consumer of advertised products, initiated by the Advertising Federation of America March 7. The first talk on "Advertising-Minded America" was given over WOR, Newark, by Gilbert T. Hodges, of the NEW YORK SUN, chairman of the A.F.A. The second talk was by Edgar Kobak, of the McGraw-Hill Publishing Co., A.F.A. president.

The talks are being sent to stations to be read before the microphone locally by leaders in local industry, business and advertising. Their purpose is to give the buying public a wider understanding of the functions of advertising and an appreciation of its importance as an economic force.

New Disk Comedy

THE PREMIERE of "Growin' Up", a transcription comedy serial based on the exploits of a boy and a girl, each about 14 years old, was staged over KFI, Los Angeles; KPO, San Francisco, and KSL, Salt Lake City, on March 6. The feature is broadcast five times weekly, sponsored by the Los Angeles Soap Co. for its Mission Bell brand of toilet soap. Gay Seabrook and Emerson Treacy, stage and film stars, play the leading roles. Earnshaw-Young, Inc., Los Angeles, which is placing the account, announces it will be placed on other stations until it is heard over the entire west.

Why Toiletries Find Radio an Ideal Medium

Broadcast Advertising Adapted to Sample Distribution; Retail Window and Counter Displays Essential

MAKERS of toilet goods and cosmetics are among the oldest and largest users of radio advertising, and among the most successful. The reason why these advertisers find radio an ideal means of reaching prospective buyers and of persuading them to try their products is explained in this general discussion of toiletries accounts. Experience has shown, however, the importance of encouraging cooperation on the part of retail outlets if maximum sales are to be attained.

TOOTHPASTES and toilet soaps, perfumes and powders, rouges and razor blades, lipsticks and lotions, deodorants and depilatories—the thousand and one preparations that cover the shelves of our bathrooms and fill the drawers of our wives' dressing tables—put them all together and it is not surprising that the toiletries business is one of our major industries.

Nor, considering the universal distribution of cosmetics and toilet goods through the country's drug and department stores, is it surprising that the manufacturers in this field are among the largest users of time on the air for advertising purposes? In 1932 the drugs and toiletries industry spent $8,526,268* for time alone over the two major networks, or about 20 per cent of the sale of time to all advertisers during this period. This compared with $6,106,667 in 1931.

Pepsodent Heads List

OF THIS SUM, fully two-thirds represented accounts advertising dentifrices and antiseptics, shaving accessories, toilet soaps, and such strictly feminine products as powders, perfumes and cosmetics.

By far the largest single buyer of network facilities in the toiletries group is the Pepsodent Company, whose bill for the time occupied by "Amos 'n' Andy" and "The Goldbergs" from the first of the year until November 30, 1932, was $1,735,380. Next largest users of network broadcasting during this period were Barbasol ($570,405), Linit ($399,900), Phillips Dental Magnesia ($351,726), and Listerine ($322,281).

It is interesting to note that the broadcast advertising expenditures of toiletries manufacturers have not been adversely affected by the general depression. On the contrary, they have steadily increased on both NBC and CBS.

First on the Air

TOILET GOODS, being articles of common use, were among the first items to be advertised over the air. And, by the same token, this advertising has been in the main profitable, for it is a truism that any article in which a large part of the public is interested may be successfully advertised by radio.

Nor, with few exceptions, is this type of advertising seasonal. Teeth must be cleaned daily, winter and summer. Faces must be washed and hair shampooed, whatever the weather. Lotions that protect the skin from the winter winds are also used to guard it from the summer sun. And women must powder their noses and touch up their lips regardless of time or place.

The best time of the day for toiletries advertising varies with the product to be advertised and with the appeal to be used. A dentifrice manufacturer, for example, might logically choose an evening period when he can reach a maximum audience, as his product is used by men, women and children alike. Or he might select a less expensive afternoon spot and concentrate on the juvenile audience, knowing that if he can secure the support of the youngsters they will insist on the purchase of his particular brand.

A cosmetics manufacturer likewise must make a choice between the daytime hours, when he can talk at great length about his preparations and their most effective application with the assurance that he is addressing an audience made up almost entirely of women, and the evening hours, when he must make his programs entertaining to a mixed audience but when he can reach the thousands of business women who are not within listening range during the day.

Of considerable advantage to toiletries advertisers is the ease with which radio lends itself to sampling. Offers to send trial-size tubes or bottles containing "enough for a week's use" have repeatedly secured excellent sampling lists at an extremely low cost per inquiry. And where samples of one product are offered only when the listener sends proof of purchase of another product such offers have more than paid for themselves in immediate increased sales.

Too often advertisers overlook the importance of merchandising their broadcast advertising to their retail outlets. Most toiletries are sold through drug stores, and most druggists work such long hours that they are not apt to hear any given program unless it is brought to their attention. And certainly they cannot back up the broadcasts with any added sales efforts if they don't know about them.

Re Retail Displays

OF EQUAL importance is supporting the broadcasts with window displays, counter cards and other point-of-sale reminders that "this is the product you heard about on the air." No matter how interested a listener is in a program, no matter how well the radio advertising sells him on a product, it must be remembered that he is being sold at home, and that the sale is not complete until he has gone to the drug store and purchased the product.

Usually that means the next day, and by that time he may have forgotten the trade name, or the effect of the sales talk may have worn off to the point where it is easy for the clerk to sway him to another brand. But *if* the druggist has been sold on the program, *if* he has an ample stock of the product, *if* his window contains a display connecting the product and program and his counter carries a further reminder—*then* the chances are greatly increased that the radio-advertised item will be purchased.

An experiment of the Merchandise Mart Drug Store in Chicago proved this point completely. Located in a huge building, this store found that its lunch counter and soda fountain were doing a rushing business while its other departments did almost no business at all. Then the manager had an idea.

With the assistance of NBC, whose Chicago studios are located in the same building, he set up a display of radio-advertised merchandise together with pictures of the artists participating in the broadcasts, with a silver tower at each end. Between the towers, suspended on the aerial wires in large silver letters, were the words "On the air over NBC."

Display Sells Products

"THE DISPLAY has been a huge success", Oliver Agdesteen, the manager reported. "My customers no longer dash out of the store after they have eaten; they are attracted by the unusual display, walk over and look at their favorite radio stars, and then without any

(*Continued on page 28*)

COSMETICS AND ROMANCE

Prove a Logical and Effective Advertising Tieup For Princess Pat Programs

COSMETIC advertising over the radio has included many kinds of programs. Music of all types, from the hottest of jazz to the most cerebral of the classics; talks on all varieties of beauty culture, by distinguished physicians, by popular beauticians, and by sweet-voiced women broadcasting under the names of the advertised products; melodramatic mystery thrillers—every type of entertaining or educational program imaginable. Until a few months ago, however, no cosmetic manufacturer had tied up his product with the most fitting kind of entertainment—love and romance.

Yet what could be more logical? Women purchase and use cosmetics because they want to be beautiful. And they desire beauty because they want to be attractive to men, and especially to *the man*.

Series of Plays

COSMETICS and romance are inseparable in a woman's mind—or so it seemed to the makers of Princess Pat toiletries, and accordingly, when they considered radio as a means of advertising their products their first thought was as to how the fundamental appeal of love could be used most effectively. The answer was the "Princess Pat Pageant", a series of romantic dramas dealing with love in all times and climes, under all sorts of conditions. Or perhaps series is not the proper word, as each program is a complete play in itself, and the continuity does not carry over from one broadcast to the next.

The greatest care is taken in the selection of scripts to make these broadcasts unusually attractive to the feminine audience. Playwrights and authors of national reputation have been induced to write most of the plays. Equal care is used in casting and producing the dramas; in fact, no effort is spared to give the radio audience the same type of production one might expect in a first class theater.

Written for Adults

TOO OFTEN program sponsors have taken literally the statement that the mental age of the average listener is about twelve years and have built their programs accordingly, with the maximum amount of blood and thunder and hoakum and with the minimum amount of adult drama. The producers of the "Princess Pat Pageants" have gone to the other extreme as far

(*Continued on page 24*)

*The source of this and the other figures concerning expenditures for broadcast time over the networks is National Advertising Records.

Flat Fee Planned On Sustaining Disk

MPPA Scheme Would Permit Repetitions on Program

By JOE HOFFMAN

THE MUSIC Publishers Protective Association soon will propose a new license fee scale for manufacturers of electrical transcriptions to cover copyrighted music recorded for sustaining programs.

MPPA, it is learned, will propose a flat fee for all numbers recorded by transcriptions for non-commercial broadcasts, to supplant the present method which constitutes a levy of 25 cents per popular song per broadcast and 50 cents per production number per broadcast. The current scale applies to both sustaining and commercial features, while the new license scale will change only the fee covering sustaining programs.

How New Fee Works

JUST WHAT the new flat fee will be has not been made known. It was indicated, however, that it would be either $5 or $10 per popular song and more for production numbers. The fee would be paid by the manufacturer of the transcription and would permit an unlimited number of broadcasts in a particular sustaining program without payment of additional fees. It would mean that after the flat fee has been paid for the use of a copyrighted song in one series of programs, it could be used repeatedly for sustaining broadcasts without additional charge, but should the song be used in another program series the manufacturer again would pay the flat fee license.

The proposed change is ascribed to the difficulty now experienced by MPPA in checking the number of sustaining transcription broadcasts. MPPA, consequently, has concluded that the more effective method would be to collect for the use of the copyrighted composition for sustaining broadcasts through the flat fee assessment and to disregard the number of times the particular composition is performed.

Commercials Unchanged

IT WAS MADE clear that MPPA will not disturb its present method or scale of licensing numbers for commercial transcriptions. No difficulty has been experienced in the collection of the royalty per song per time performed per station, which it held was more profitable than to assess a flat fee.

MPPA's assessment of royalties has been repeatedly attacked by national advertisers and agencies, on the ground that it constitutes double-assessment, since stations pay the American Society of Composers, Authors & Publishers for blanket authority to perform its copyrighted music. A test suit to determine the validity of the MPPA assessment has been discussed.

CALL LETTERS of WABZ, New Orleans, have been changed to WBBX by authority of the Radio Commission.

McCosker Names NAB Committee Heads for 1933

Mr. Elkin

Mr. Church

Mr. Carpenter

Mr. Chambers

Mr. Bliss

Mr. Bill

COMMITTEES of the NAB for the current year were announced March 7 by President A. J. McCosker, WOR, Newark. H. K. Carpenter, WPTF, Raleigh, and Edgar L. Bill, WMBD, Peoria, were renamed chairmen of the commercial and program committees, respectively. Joseph A. Chambers, WLW, Cincinnati, was named chairman of the engineering committee, succeeding John V. L. Hogan, of New York. Each of the members of these committees will become chairman of a subcommittee dealing with some phase of the respective fields.

E. M. Elkin, KDKA, Pittsburgh, was named chairman of the tax committee; S. H. Bliss, WCLO, Janesville, chairman of the membership committee, and Arthur Church, KMBC, Kansas City, chairman of the cost accounting committee. A special committee was named on constitution and by-laws, comprising William S. Hedges, WMAQ, Chicago; W. J. Damm, WTMJ, Milwaukee, and Harry Shaw, WMT, Waterloo, Ia., the three past presidents.

Personnel of Committees

THE COMMITTEES and their personnel follow:

Tax Committee: Chairman, E. M. Elkin, KDKA; A. L. Ashby, WJZ; Sydney M. Kaye, WABC; A. Z. Moore, WKJC; Edgar T. Bell, WKY; Wiley P. Harris, WJDX; C. R. Myers, KOIN.

Constitution and By-Laws Committee: Chairman, William S. Hedges, WMAQ; W. J. Damm, WTMJ; Harry Shaw, WMT.

Program Committee: Chairman, Edgar L. Bill, WMBD; John Elwood, WEAF; Fred Willis, WABC; Clarence Wheeler, WHEC; John Henry, KOIL; Rogan Jones, KVOS; Judith Waller, WMAQ; Charles A. Sessions, WIBW; Birt Fisher, KOMO.

Commercial Committee: Chairman, H. K. Carpenter, WPTF; Leslie Fox, WSM; Martin Campbell, WFAA; H. K. Boice, WABC; Roy C. Witmer, WJZ; John Patt, WGAR; Donald Davis, WHB; Charles Chatterton, KGW; Roy Harlow, WNAC.

Membership Committee: Chairman, S. H. Bliss, WCLO; F. P. Manchester, WAAW; W. E. Hutchinson, WAAF; Eugene V. Cogley, WLBW; Roy Thompson, WFBG; Arthur Kales, KECA; Harold Wheelahan, WSMB; William Knight, WTOC; F. E. Tunnicliff, KFNF; Ed Riggins, KMJ; S. H. Cook, WFBL; Allen T. Simmons, WADC; Don Gilman, KGO; G. E. Zimmerman, KPRC; LeRoy Mark, WOL.

Cost Accounting Committee: Chairman, Arthur Church, KMBC; Walter J. Damm, WTMJ; M. R. Runyon, WABC; H. F. McKeon, WJZ; R. W. Hoffman, WHFC; Lewis Weiss, WJR; J. H. Ryan, WSPD; J. L. Kaufman, WCAE; I. Z. Buckwalter, WGAL.

Engineering Committee: Chairman, Joseph Chambers, WLW; Charles R. Horn, WEAF; Ed Cohan, WABC; John F. Byrne, WEAO; Walter Evans, KDKA; William West, KSD; John Fetzer, WKZO; Stanley Hubbard, KSTP; William Foss, WMAS.

Mills Takes Road In ASCAP Behalf

Visits Stations on Copyright; NAB Works on Foundation

A THREE-WEEK junket to the Pacific coast by E. C. Mills, general manager of the American Society of Composers, Authors & Publishers, during which he plans to interview broadcasters about the music copyright situation, was the only new development along the copyright front during the last fortnight. Indicated for some time, it is understood that Mr. Mills will endeavor to salve the feeling of stations as a result of the new copyright license scale which the NAB contends was accepted "under duress" last spring.

Should Mr. Mills' dealings with broadcasters on this trip, begun March 4, prove successful, it is expected that he will visit stations in other parts of the country. In the past Mr. Mills has made periodic "surveys" in the field, consulting ASCAP attorneys en route.

While denied in the past, it is generally believed that ASCAP has engaged Ivy Lee, well-known public relations counsel in New York, to handle the publicity case of the authors and composers. Such a move was favored by a group of the ASCAP board immediately after the NAB retained Oswald F. Schuette as its director of copyright.

Meanwhile the NAB itself is marking time in its dealings with the copyright situation, while affairs are being whipped into shape for the incorporation of the Radio Program Foundation, definitely authorized by the NAB board at its special meeting in Washington three weeks ago. The Foundation, ultimately designed to become a wholly-owned radio music reservoir which would relieve the industry of its dependence upon ASCAP, originally was recommended by Mr. Schuette. He is in direct charge of its organization, collaborating with the law firm of Newton D. Baker, special counsel for the NAB, to whom the whole question of copyright activity has been delegated. Whether Mr. Baker will elect to take the copyright case to court or accept the invitation of ASCAP to reopen negotiations, remains undetermined.

Join Disk Concern

ED CONNE, formerly of World Broadcasting System, and Al Boasberg, noted script writer, have taken charge of the radio department of Columbia Phonograph Co., 55 Fifth Ave., New York, to handle production of all transcriptions. L. Mindling has joined them as assistant. Messrs. Conne and Boasberg have severed their previously reported affiliation with Byers Recording Laboratories.

Heinz Tests "Tarzan"

W. J. HEINZ Co., Pittsburgh, (57 Varieties) on March 13 began test sponsorship of the "Tarzan" transcriptions five times weekly for six weeks over WSPD, Toledo. Series is to start for same period March 20 over WJAR, Providence, and KMBC, Kansas City. Product advertised is Rice Flakes. Recordings were produced by World Broadcasting System.

New NAB Reports

DISCONTINUANCE of the mimeographed news bulletin heretofore issued weekly by the NAB was announced March 11 by Philip G. Loucks, managing director. In its place Mr. Loucks will send to all members a printed report covering official NAB affairs, texts of important court and other decisions and similar official material.

"When the Broadcasters News Bulletin was founded nearly three years ago," Mr. Loucks stated, "there were no trade publications regularly and satisfactorily presenting general news of broadcasting. Now this field is being adequately covered and there is no desire on the part of the association to duplicate this effort."

Mrs. Dall Signed

BEST & Co., New York department store, will sponsor talks by Mrs. Anna Roosevelt Dall, daughter of the President, over WEAF, New York, starting March 17 and continuing through April 28. She has been signed for 13 programs, Tuesdays and Fridays, 9:45-10 a.m. W. H. H. Hull & Co., New York, handles account. Mrs. Franklin D. Roosevelt has completed her series for Pond's and will not speak on sponsored programs hereafter. She received $5,000 per broadcast, all of which she devoted to charity.

WARD BAKING Co., New York, (bread and cakes) is preparing a series of dramatic sketches on transcriptions featuring Mitzi Green, child star of stage and screen. Programs will be placed over eastern stations through the Joseph Katz Co., Baltimore. World Broadcasting System is recording.

Theater Man Looks at Radio Competition

By L. B. WILSON
President, WCKY, Covington, Ky.
Manager, L. B. Wilson Theatrical Enterprises

Broadcast Entertainment Held Fresher Than Screen; Room for Both Seen, Cooperation Advocated

THE AUTHOR of this article is a showman of 23 years experience. His role as managing director of the four largest Covington theaters as well as president of WCKY is unique, and it obviously enables him to view radio and the theater impartially. Mr. Wilson is also president of the Cincinnati-Covington Cities Bridge Co., operating the two bridges over the Ohio river, is vice president and director of one of Kentucky's largest banks and heads various other local enterprises.

So They Stayed Home!

IT IS 6:30 o'clock Sunday evening, at the dinner table of an average American family. Listen in with me:

JOHN: How would you like to see Eddie Cantor tonight in "The Kid from Spain"? It's running at the Grand.

MARY: Oh yes. I would like to see that. The reviews sound good.

JOHN: All right, get your hat. Let's go there early enough for the first show.

MARY: Why John Martin, you know I can't be ready before 8 o'clock. I've got to wash dishes and get dressed, and call Jane to stay with the children.

JOHN: Eight o'clock! Why I'd never find a parking place and I'd have to pay garage fee again. Sunday sure brings out the belles and beaus.

MARY: Sunday! Why John, this is the night Eddie Cantor is on the radio, and Rubinoff,—Oh, I hate to miss that program.

JOHN: Come to think of it, isn't that funny word twister Roy Atwill on WBBB at 9 o'clock with Fred Allen? Say, he's really funny.

MARY: Walter Winchell's on at 9:30 tonight too. You always get a kick out of him.

JOHN: And David Lawrence at ten, but I suppose you'll want to hear D. W. Griffith's Hollywood stories at that time. Seth Parker's on tonight too isn't he?

MARY: Yes, and those cute Pickens Sisters. What was that local program I told you was so good that I wanted to hear tonight on WCCC?

JOHN: Well, what's the answer?

MARY: Don't you think we might as well stay home? We'll save money and have grand entertainment too. You need some new shirts, and let me see—tickets $1.10 and 50 cents to Jane for watching the children, and—

JOHN: Parking fee 35 to 50 cents; that makes $2.10. Well, that will buy me one shirt all right.

MARY: Yes, and the weather man says rain too. Well, I'll hurry with the dishes, and put the children to bed. I won't have to change my dress either. I've got to put a hem in little Anne's dress for school tomorrow, but I can do that while we listen.

JOHN: Say Mary, that "Three Bakers" program you like is on tonight. I suppose you'll stay up to hear your favorite Donald Novis at 11:15.

MARY: Yes indeed. This is a good night to stay home with the radio, isn't it?

And so they stayed home.

Mr. Wilson

THE AT-HOME scene described on this page between Mary and John is duplicated in the same manner and in different ways, too, in many American homes on various evenings of the week. In thousands of homes there isn't even any discussion. It's just a settled routine. After dinner, the radio. The world's finest and highest-priced entertainers at no cost to those entertained.

And this entertainment can be enjoyed in perfect comfort. John can smoke his cigar or pipe, and Mary can relax after a trying day, or maybe she wants to darn the socks or do some embroidering while listening. The show can be terminated on a second's notice, and then it's simply "turn out the lights and go to sleep." No worrying about reaching a street car or taking the long drive home in the cold.

Times Have Changed

THAT'S WHAT'S happening to show business—or rather that part of it represented by the theaters, both stage and screen. Radio is successfully competing with the theater. Hard times have added millions of persons to the radio audience, while taking millions from the theater audience.

You can get Eddie Cantor on the air for nothing. It costs you 50 cents or more to get him at the theater. You may need the 50 cents for food or clothing. So the theater loses a patron and the radio gets a listener.

In previous depressions, the theater was not so badly affected. There was no radio, and people had to have something to get their minds off their worries. Entertainment is necessary to keep up the morale of a nation, whether it is fighting a foreign foe or an economic slump. During the World War, when factories and shops engaged in non-essential work were closed on "heatless" days, theaters were kept open by government order.

But radio has made the showhouse less of a necessity.

Sees Theater Comeback

WHEN BETTER times come I look for a tremendous rush back to the theater. This will be due first to the fact that people have had a long vacation from the theater and will be hungry for stage and screen entertainment. Second, there will be a greatly-increased desire to mingle with other folks, to see other people and see what others are wearing, to leave the home where so much time has been spent for many months.

Radio is giving fresher and more lively entertainment than the stage and screen. To take Cantor as an instance once more: You can hear him every Sunday night with his newest jokes and gags. By the time a Cantor movie reaches your theater it is six or seven months old. The jokes have been told and re-told, often over the radio and sometimes by mouth-to-mouth circulation. Perhaps Cantor himself has used them in his broadcasts. By the time the picture, or the stage show, gets around it has lost much of its novelty. You must pay hard-earned money to see the show, but the new and fresh radio program, prepared just a few days before, costs you nothing.

Prizes as a Lure

IN THE THEATERS under my direction we have striven for many months past to give our patrons something they cannot obtain elsewhere. Each week some patron of one of these theaters receives free a brand-new 1933 model Plymouth sedan. Monday, the dead night of the week, is made to show a good profit through this contest.

In other words, you can get Cantor on the radio, just as you can get him in the theater. But you can't get a Plymouth sedan free, or an opportunity to win one, at least, on the radio every week. In this automobile contest we have every element of real drama. We fill the theaters, and people like to go to theaters that are well-filled. We have the suspense of who is going to get the prize. We have the spectacle of a poor man or woman, or a poor family, walking down to the theater, but riding home in their own new car. If the winner cannot afford to run a car, he can get a cash prize at once in lieu thereof.

We tie this Plymouth contest up with our radio and newspaper advertising, and tell each week who wins the car, besides publishing pictures of the winner standing beside the automobile.

On Wednesday nights we have radio stars appear in person. Audiences may have seen Cantor or Rudy Vallee or Kate Smith in the talkies, but we give them personal glimpses of their local radio favorites from the various Cincinnati stations.

Friday nights are known as Hollywood Nights. Amateur acts, which usually prove to be real entertainment and sometimes develop talent for stage and radio, are offered. For instance, Hal LeRoy, the dancing sensation of the last Follies, first appeared on one of our Hollywood Night bills. At that time he was chubby, rosy-cheeked Leroy Schotte, from Cincinnati, a schoolboy with none of the stage presence that he now possesses, but with plenty of pronounced dancing ability.

Harlem Night Clicks

RECENTLY we inaugurated Harlem Night on Saturday at one of our theaters. This was done with some trepidation. It presented from four to six acts of entertainment by colored amateurs. After the first two Harlem Nights, we knew the presentation had clicked. The audiences roared their approval and there was quite a pick-up in attendance.

All of these special attractions are in addition to the regular talking feature, news reels, short subjects and—on Friday and Saturday nights—serials.

To my mind there should be no bad blood between the theater, the newspaper and radio. Each has its own peculiar place in the American scheme of things. And there are plenty of Americans who will support all three when the good days return.

Cooperation Holds Key

WE OUGHT, all of us in radio and in the theater, to be thinking and planning ahead, building for those days which are bound to

(*Continued on page 24*)

Bread Carries Radio Revue Tickets

Los Angeles Bakery Boosts Trade During Price War; Hi Jinks Attracts 56,500 Paid Patrons in Year

By GERALD KING
Manager, KFWB, Los Angeles

Mr. King

THAT the program is the thing in radio might be the moral of this story of a sponsor's success after failure in broadcast advertising. Crowds have flocked to see the Franco Hi Jinks for more than a year; and every patron bought 20 loaves of bread at 10 cents each for the privilege. The program is said to be so successful that Los Angeles theatre managers are bothered. Hi Jinks was evolved only after a careful analysis had been made of radio programs and after a previous haphazard experiment had proved a flop. The story should be invaluable to station executives, advertisers and agencies in program production.

RECENTLY more than 7500 radio fans crowded into the Shrine Auditorium in Los Angeles to see the first birthday party of the Franco Hi Jinks, a radio program which had been broadcast for the preceding 52 weeks over KFWB. On the following Sunday another 7000 fans came to see a repeat performance.

This in itself is not remarkable, although the Shrine Auditorium is the largest roofed auditorium in Los Angeles. The remarkable thing is that every person attending these Hi Jinks shows, including children, had purchased 20 loaves of a new 10-cent bread for his or her ticket! And this on top of the fact that during the previous 12 months more than 42,000 persons had seen the Hi Jinks at weekly performances and had "paid" their way in similar fashion.

Cuts in on Theaters

TO SAY that the Franco Hi Jinks program is successful is like stating simply that we are in the middle of a depression. As a matter of fact it is so successful that theater operators in and around Los Angeles are trying to do something about it, not so much because of the 50,000 patrons of the shows but because the Sunday night radio competition is cutting down movie attendance.

Behind such a success is usually a story, and here is the Hi Jinks story, told because it may be of use to other stations and other radio advertisers.

The Franco American Baking Co., Los Angeles, is not a large bakery judged by some of the plants of the great national baking chains nor for that matter so far as several local competitors are concerned. For many years Franco has been in the business of supplying bread and rolls only to the restaurant trade and has been successful in building up a nice business in this line. Competing with them for this business are some 10 or 12 firms.

Early in 1931, when people really began to believe there was a depression, the restaurant business took a long, sickening nose dive. After numerous conferences, one of the Franco directors suggested trying radio.

So a station representative was called in—do I hear someone murmuring that one of the directors had a friend who knew a friend who was in radio?—and the outcome was a weekly half hour with two fictional characters, Bob and Harriet, an orchestra, some singers and some copy written around the "Take Her to A Restaurant" theme. The program went on for three months but with only fair results, not enough to justify its continuance, but Franco continued anyway hoping that something would break to reveal a better solution to its problem.

The break came in a peculiar way. A bread war developed and the restaurants, grateful as they were to Franco for the program, began to take advantage of lower prices offered by Franco's competitors. Then, the station on which the program was running had to change the hour three times in three weeks because of new chain programs.

KFWB Steps In

SOMEWHAT discouraged, Franco decided to go off the air and handed its notice to the station. In Los Angeles the major stations have a gentlemen's agreement not to solicit accounts already on the air, but when the news reached us at KFWB we, along with several others, decided to do something and save this account.

For some time we had been making an analysis of radio programs. The revue type of broadcast was believed to be sure-fire, and we determined to sell this program to Franco. We knew it would cost about three times what Franco had been spending, but we believed the increased results would justify the expense.

We decided upon Sunday, 8 to 9 p.m., as the ideal hour. Most of our competitors broadcast church services at that time, and Sunday night a year ago was rather shy on good radio entertainment. We called the program the Sunday Nite Hi Jinks to get away from the name "frolic" usually appended to the late-hour unrehearsed and quite awful variety shows of early day radio.

Hi Jinks clicked from the start thanks to our avoiding mistakes of similar shows. We played before an audience of about 800 people who come to a sound stage on the Warner Brothers motion picture lot. By all means if you are going to put a show of this type on the air, get a legitimate audience, not one that applies on signal. Spontaneity is the basis of the revue, and there is no spontaneity without an audience of more than 200 people.

The merchandising idea used by Franco was to pass out applications for tickets in those restaurants which served the Franco product. Theoretically, it was a good idea; practically, it did not work. The restaurant, instead of giving applications to their customers, used them to get tickets for themselves and their friends. Naturally, Franco was delighted to have its customers at the shows, but it also saw that unless the general public got the tickets the whole plan of encouraging restaurant patronage would fail. Meanwhile, the problem of distributing some 800 tickets weekly among 1100 outlets became acute because the program had doubled the number of Franco users.

Started in Retail

THEN a curious phenomena occurred. Thousands of persons asked their grocers for the bread advertised on the Hi Jinks program. Naturally the grocer had none because the bread and rolls were sold only to restaurants. To satisfy his customers the grocer asked Franco to enter the retail bread business.

The upshot was that Franco put out a special loaf of bread selling for 10 cents and placed it in about 80 outlets, one in each large residential area. The buyers could save the coupons inside each package and exchange them for tickets to the broadcast.

Would the public buy Hi Jinks bread at 10 cents a loaf when bread wars brought the prices of all other brands down as low as 1 cent a loaf. For weeks no market handling Hi Jinks Bread had a loaf left after noon. Dealers clamored for the privilege of selling Hi Jinks Bread. Not until just recently, around Nov. 1, was Franco able to supply dealers with enough bread.

No Other Media Used

FRANCO is not yet the largest selling bread in Los Angeles. It hasn't the baking capacity for one thing. And in these times not all people are going to buy a 10-cent loaf when they can get bread much cheaper. But Franco's plant is operating 24 hours daily and at 100 per cent capacity, which is something that none of its competitors are doing. It is entering the second year of its Hi Jinks program confident that its radio effort is producing remarkable results, for during the past year Franco used no other advertising.

Why is the Hi Jinks so successful? Briefly told: A good program idea, a good hour on a good station, and a good merchandising tieup.

I pointed out earlier that we avoided mistakes of other revue type programs. Out of our analysis we drafted a few rules to govern a program of this kind.

(1.) Talent budget should be sufficient to buy 12 to 15 separate acts; (2.) Repeat no act or talent on the same program, allow no encores; (3.) Employ a clever master of ceremonies, for whom clever copy has been written by a competent gag man; (4.) No ad libbing; (5.) Tempo. Difficult to describe in words, something which must be felt. Our conception of tempo limits an act to four minutes. The orchestra is used only for accompaniment.

* * *

Since this article was written originally, Franco has reached a decision to cancel the arrangement by which free tickets to see the KFWB Hi-Jinks could be secured.

The reason for this was because the broadcast was "too successful". The sponsor could not keep up with the demand for tickets without going to the expense and trouble of securing larger quarters for the acts each week and, after all, the sponsor wasn't in the theater business.

Accordingly, KFWB on Dec. 20 announced that those who had been saving bread wrappers would have to cash them in for Hi-Jinks tickets not later than Jan. 18.

Sponsors and the station anticipated probably around 10,000 calls for tickets to come in during the month. But by actual account it reached 35,000.

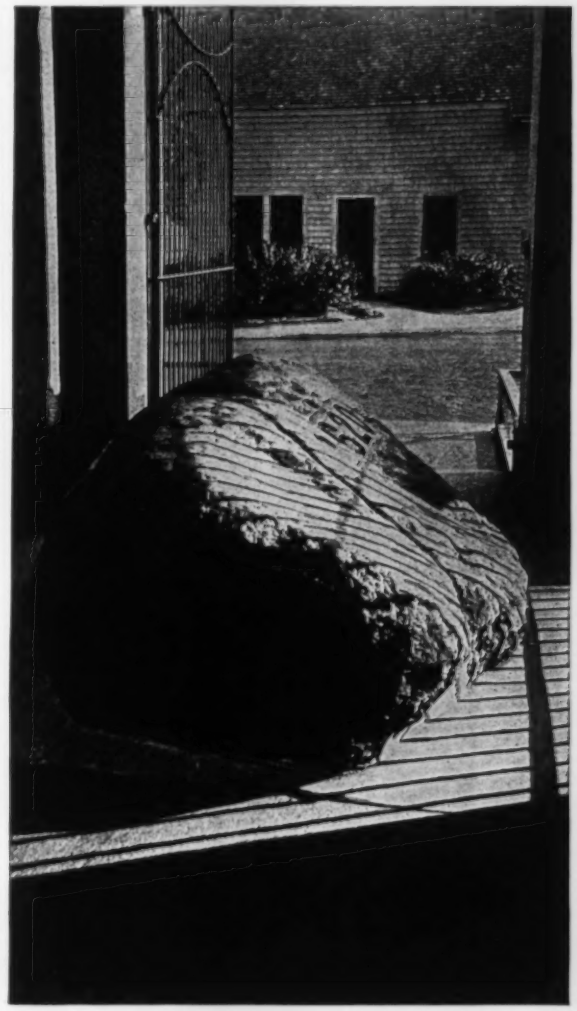
So the Hi-Jinks show continued with its Sunday night crowd and in addition the sponsors took over the Shrine Auditorium the evenings of March 7, 8 and 9. This caught up with the 35,000 applications.

Since Jan. 18 no announcement has been made over the air as to how to get in to see the Hi-Jinks acts in person. Franco has discontinued the coupon idea, but it will continue the audience angle by giving free ducats to those who write in for them. There are no strings to the offer. No bread must be bought; no tickets saved.

Still, with no announcements in February or March, applications have come in for tickets at a continued rapid rate and space has been "sold out" to the middle of June. That, you must admit, is some record.

In

NEW ENGLAND



New England's best known symbol—Plymouth Rock; New England's best known radio outlets—WBZ-WBZA.

A cleared channel with outlets at Boston and Springfield, using the highest power in Massachusetts, delivers to New England the popular programs of the NBC Blue Network. Advertisers on WBZ–WBZA are always assured an audience of responsive listeners . . . That's why you will find an increasing tendency on the part of local and spot broadcasters to favor WBZ–WBZA in the New England market.

it's

WBZ–WBZA

NBC LOCAL SERVICE BUREAU

NEW YORK • CHICAGO • SAN FRANCISCO

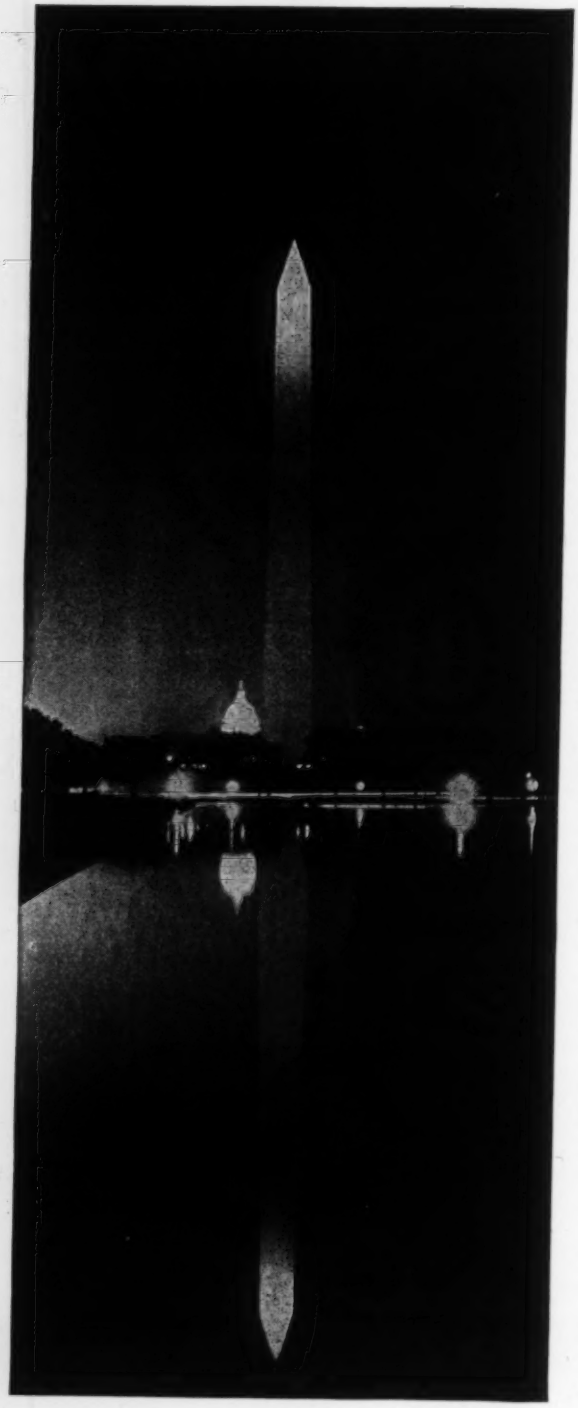
WEAF & WJZ WMAQ & WENR KPO, KGO & KYA

BOSTON - WBZ—WBZA SPRINGFIELD, MASS - WBZA—WBZ SCHENECTADY - WGY

WASHINGTON, D. C. - WRC & WMAL PITTSBURGH - KDKA CLEVELAND - WTAM

DENVER - KOA PORTLAND, ORE - KEX SPOKANE - KGA

XUM



WMAL

since March 2nd, 1933 a NBC managed and operated station, offers the advertiser in the Washington market not only an established local audience of effective proportions but also many new listeners attracted by the outstanding programs of the NBC Blue Network. One of Washington's pioneer stations, WMAL operates full time on a frequency of 630 kilocycles with a power of 500 watts daytime and 250 watts at night. For complete details write

NBC LOCAL SERVICE BUREAU

NEW YORK • CHICAGO • SAN FRANCISCO
WEAF & WJZ WMAQ & WENR KPO, KGO & KYA

BOSTON • WBZ—WBZA SPRINGFIELD, MASS • WBZA—WBZ SCHENECTADY • WGY
WASHINGTON, D. C. • WRC & WMAL PITTSBURGH • KDKA CLEVELAND • WTAM
DENVER • KOA PORTLAND, ORE • KEX SPOKANE • KGA

Listener Who Uses Product Has Edge In Radio Contests

Half of Winners Customers Before Entering Contest

By C. T. MUTCHNER
The Frigidaire Corporation

HOMESPUN evidence that a thorough knowledge of any product is important in advertising it and that an understanding of what the product will do for the user is a *sine qua non* of good sound copy, is seen in a study Frigidaire's advertising department has made of winning answers in a contest it recently conducted.

The contest, carried on over NBC, was based upon what was then a new feature of this company's household product—"greater food space." While this departure in construction methods was as unfamiliar to the then users of this particular electric refrigerator as it was to any of the 116,000 contestants, almost half the total number of prizes went to Frigidaire users.

Product Users Win

TWENTY-TWO out of a total of 45 contest winners have since reported they are users of this company's products. Three owned other makes of electric refrigerators, 13 had none in their homes and seven did not answer requests for information.

E. D. Doty, Frigidaire advertising manager, has concluded that contestants with personal knowledge of the advantages of electric refrigeration and to some extent, of this particular make, had a most decisive advantage in producing copy that tied in the one new feature with older and better known sales arguments.

"Anyone who has been associated with a radio contest," said Mr. Doty, "knows that a large percentage of the answers submitted are hopelessly unworthy of more than passing consideration. Violation of plainly printed rules, misspelling, slipshod grammar and other shortcomings disqualify a high percentage right at the start.

Entries of High Type

"NEVERTHELESS, this contest did produce some very fine entries —simple, understandable, straight-from-the-shoulder truths that were all the more convincing because they were shorn of all embellishment. It was good evidence that an ounce of sincerity is worth a ton of rhetoric, in the production of either a contest winning entry or advertising copy."

The belief sometimes expressed that such contests do not attract a representative cross-section of the buying public was not borne out by the results, Mr. Doty said.

Winners of five automobiles, which were the featured prizes of the contest, included the head of the promotion department of one of the leading Chicago newspapers, the office manager of a large leather manufacturing concern, the wife of a prosperous truckman, a stenographer earning a comfortable salary and one married woman, listed as "housekeeper."

Class of Contestants

"SOMETIMES, in checking over a hundred thousand or more names we are so impressed by the tremendous number of people who take part in such contests that we are inclined to form the opinion that many of them must be shut-ins, unemployed, or possessing little or no buying power," Mr. Doty said.

"It is, of course, impossible to check up on all the people who send answers in to a contest. However, we have taken the trouble to investigate people who have won major prizes in two of our contests, and in every instance they have been found financially well able to buy our products. In a surprising number of instances such winners were found already to own Frigidaires. In the recent contest, a $10 prize check was brought to one of our dealers as a payment on a unit purchased last May."

PATRIOTIC APPEAL
Sounded by WCKY After Bank Holiday is Ordered

"NOW, more than ever, America needs *Americans!*"

This line was used as a background for station announcements by WCKY, Covington, Ky., during the days following President Roosevelt's proclamation ordering a bank holiday.

The background was ordered as a stimulus to patriotic thought during trying days by L. B. Wilson, WCKY president. It brought many expressions of approval from business people and the general public.

WCKY, like other stations throughout the country, co-operated in every way to bring sane and truthful statements on the banking situation to the radio public during the crisis. The thought behind the station announcement was that, just as in war days, the nation needed calmness and sober thought, as opposed to unreasoning fear, in line with the keynote sounded by President Roosevelt.

Making New Rules

A NEW SET of regulations governing Canadian broadcasting, possibly including provisions limiting advertising over Canadian stations to products manufactured in Canada, or else limiting the percentage of American content of programs on Canadian stations, will be promulgated in Ottawa on or about April 1. This was announced in Parliament early this month by Alfred Duranlear, Minister of Marine.

A NEW schedule of standard frequency transmissions from the U. S. Bureau of Standards station WWV, at Beltsville, Md., effective April 1, has been announced by the Bureau. Details are available on request from the Bureau of Standards, Washington.

New Disk Features

NEW transcription features reported in the making for sponsors are being recorded by World Broadcasting System for Coca Cola, by Titan Productions of San Francisco for Barbara Gould cosmetics, (Bourjois, Inc., New York) and by RCA Victor for the Aetna insurance companies, Hartford, Conn. First of a series of transcription features by Columbia Phonograph Co., New York, since Ed Conne and Al Boasberg joined that company, is "Night Club", to be offered for sustaining purposes, with others to be added to the list.

Three Stations Go National in Canada

Government Railroad Sells To Radio Commission

By JAMES MONTAGNES

THE FIRST nationally owned stations to come under the wing of the Canadian Radio Commission are CNRA, Moncton, N. B.; CNRO, Ottawa, and CNRV, Vancouver, all licensed at 500 watts. These stations have been owned and operated by the Canadian National Railways for several years, forming the nucleus of the chain of railways stations which once numbered nearly a score and constituting the first broadcasting network in the Dominion. The three stations, according to advices from Ottawa and statements made in Parliament, are being taken over immediately from the government-operated railway.

The C. N. R. system of radio stations operated also from other cities, and leases on time of private broadcasting stations are understood also to have been assumed by the Commission. The network programs of the railways have been running on the carrier-current wires of the telegraph lines of the national railways, and some system is being worked out whereby the Commission's national programs will also be carried on these wires.

The exact sum paid for the stations has not been made public, but it is understood to approximate $50,000, which includes in the case of CNRV, station buildings on Lulu Island, near Vancouver. This sum is to be paid by the Commission over a period of years, the information states, and is not to be taken from the $1,000,000 voted the Commission by Parliament this year for national programs.

The call letters of these three stations may possibly be changed, since the first three letters identified the Canadian National Railways and were especially procured for the system by the government through international negotiations with Morocco to whom these letters are assigned by international radio-telegraph regulations.

The buying of these stations by the Commission will save the railways considerable money. The staffs of the stations will be retained by the Commission, the director of all the railway stations, E. A. Weir, having gone to the Commission some time ago.

Service Band Ban Arouses Congress

Hand of Union Labor Seen Behind Adams' Order

APPARENTLY forced by the demands of union musicians, Charles Francis Adams, while Secretary of the Navy, on Feb. 28 ordered the Navy and Marine bands to discontinue their broadcasts, which had totaled 14 hours a week over the networks. The order precipitated a furore in Congress, with debates March 2 on the House floor. The War Department, controlling the Army band, has not changed its policy of permitting broadcasts.

The military bands have been used entirely as sustaining features and have won wide popularity throughout the country. The concerts have been featured on the air virtually since the beginning of chain broadcasting, and in many cases have become part of the curricula of radio-equipped schools. The fact that Secretary Adams stepped out of office March 4, along with the Republican administration, left some hope that the new Secretary, Claude A. Swanson, may reverse the ruling, although Secretary Swanson had no sooner assumed office before Joseph H. Weber, president of the American Federation of Musicians, sent him a letter urging him not to rescind the Adams order.

Britten Raps Action

IN OPENING debate on the subject in the House Rep. Britten, (R.) of Illinois, ranking member of the House Naval Committee, berated the Navy for its action. Declaring that he was at a loss to understand why "Charlie Adams" had issued the order, he said its effect is to take from the people those musical programs for which they are paying through indirect taxation.

Rep. Britten said the principal loser will be the public while the bands will lose "this intensive practice hour which has made them what they are." He said it was "ridiculous" that these bands, which cost the taxpayers about a million dollars a year, should not be heard outside the District of Columbia "because some one or some organization objects." He declared the broadcasting time vacated will not be filled by union musicians or any organized musical associations.

Rep. Blanton, (D.) of Texas, stormy petrel of the House, minced no words in charging that the reason for the Navy's action was "because the unions commanded them to do it."

In defense of the Navy's action spoke Rep. LaGuardia, (R.) of New York, and Rep. Stafford, (R.) of Wisconsin, both lame ducks. Rep. LaGuardia asserted that while the service bands play on the radio without pay thousands of unemployed musicians are walking streets. He went into a discussion of commercial broadcasting, alleging that these concerts "are sandwiched in between paid advertisements and that the radio companies derive profit from these concerts."

BROADCASTING
and
Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Building
Washington, D. C.
Metropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
Subscription Price: $3.00 a Year - 15c a Copy - Copyright, 1933, by Broadcasting Publications, Inc.
Eastern Representative: The Spencer Young Co., 299 Madison Ave., Murray Hill 2-5279, New York City
Western Representative: Warwick S. Carpenter, 29 E. de la Guerra, Santa Barbara, Cal.

Better Days Ahead

FEW CAN DOUBT that the Roosevelt banking holiday marked the turning point in the depression, and that the higher price levels which are already discernible mean our emergence, however gradual, into an era of better business. Advertising has a bigger part than ever to play in the recovery program—and the repeated success of radio advertising campaigns in the past unquestionably means that it will be utilized more widely than ever in the coming months and years.

Keen advertisers in many cities actually seized the occasion of the banking holiday to calm the buying public and to proffer extended credit, using radio time as well as printed space. The messages of better business must reach the public, and how else to do it than by advertising?

Radio advertisers and radio stations have nothing to fear from the Roosevelt administration by way of further restrictions that might hamstring radio advertising and station operations. It is reasonable to assume that President Roosevelt wants radio to flourish along with all other business. We know how he used broadcasting to carry his messages and other pronouncements to the American public; there was no more potent force than radio in calming the public during the critical days. Indeed, the Radio Commission's relaxation of the "broadcast day" rule showed how it sympathizes with the economic problems of the smaller stations.

Even if some accounts have pulled out in recent weeks, this is not the time to howl calamity. If we have confidence at all in the leadership of our new President, we should carry on business as usual.

Using Radio Aptly

THAT the affiliation of the leading advertisers of the country should elect to use spot time on more than 150 stations "to gain among the buying public a wider understanding of the functions of advertising and an appreciation of its importance as an economic force," is a real tribute to the power of radio as a means of mass communication. The Advertising Federation of America's radio series is exactly the sort of institutional campaign for which radio is ideally suited. Radio reaches not merely the average buyer but all classes of purchasing power. Here radio has an opportunity to demonstrate to the men who buy time and space—some of whom must still be "sold" the radio advertising idea—how it can develop public understanding and appreciation of the great economic force of advertising.

Lame Duck Soup

TWO DAYS before Congress quit on March 4, Rep. LaGuardia, Republican lame duck from New York, indulged in a little political byplay in the House using radio as his theme. His cue was the order of Secretary Adams banning radio performances of the Navy and Marine bands. He made an impassioned plea in behalf of the unemployed musicians in condemning the Navy's action.

His ignorance of broadcasting was appalling. The story he told of how the networks reap profits from the sustaining programs of the service bands was a figment of his imagination. But his speech, we assume, was intended to be a gracious sop to Tin Pan Alley and to his East Side unionist constituents who rejected him at the last election. He is expected to go before them again in two years for another try.

WHATEVER else the new administration does with the control of radio, it is reassuring to know that Judge Sykes, Democrat, and only remaining member of the original Radio Commission, will now remain as the government's radio "anchor man." His splendid work at Madrid demonstrated that his talents cannot be substituted, especially in view of the forthcoming North American conference, which he will attend as a delegate.

Searching for Suckers

A DELIBERATE effort to incite unrest in broadcasting ranks in connection with the forthcoming North American Conference for redistribution of wave lengths is being made. This bald attempt to inveigle stations, large and small, into "buying" alleged confidential information and service that will protect them when the "general reallocation" of broadcasting facilities comes, is denounced by the Radio Commission. In the case of smaller stations, the offer was even made to get them "improved" facilities.

No one can foretell what the North American conference will yield. It is far from certain that there will be any reallocation at all. And, as Acting Chairman Lafount states, it is foolish for any station in this country to hope to benefit in improved facilities as a result of the conference. The interests of broadcasting stations are being looked after by James W. Baldwin, former Commission secretary who has been retained by the NAB. Broadcasters have but to consult him to get the true, unbiased story of what it is all about.

The RADIO BOOK SHELF

VASTLY SUPERIOR in literary style and choice of subject matter than Frederick Ringel's "America as Americans See It" (a Literary Guild selection of last year, which had an utterly stupid chapter on radio by Graham McNamee) Edwin C. Hill's "The American Scene: The Inside Story" (M. Witmark & Sons, New York, $3) is just such a book as foreigners might read to get a real picture of the real United States during at least one year, 1932.

The popular CBS broadcaster of "the human side of the news" not only knows how to tell a story in rattling style, but can paint a vivid and lasting picture of contemporary life. That is the purpose of the 35 chapters in this thick volume—all of them just as interesting as Ed Hill's own radio talks. Indeed, most of the material is reshaped from his various broadcasts. He treats of such subjects as politics, finance, prohibition, crime, the bonus, farm problems, movies, stage, sport. Each chapter spins a yarn around a central figure or notable event of 1932 in the style that only the ex-star reporter of the NEW YORK SUN, now "gone radio", has mastered both with pen and on the air.

There is one chapter titled "The Troubled Air Waves" which is a discourse on the astonishing growth of an infant industry, its artistic and regulatory and advertising problems and its outstanding broadcasts of 1932.

Here is a book well worth owning, thoroughly enjoyable for the yarns it spins, well fulfilling its purpose "to deal with American life as a whole by throwing into high relief the major occurrences—(of 1932)—whose full importance could not be measured until the year had fallen back into Time."

RADIO STARS are paying the bill for 10,000 copies of a 350-page book, "Who's Who in Radio", to be distributed among radio stations, advertising agencies and concerns using radio advertising. The book is being compiled and prepared by Finney Briggs under the direction of H. G. Erstrom, managing director of the Federated Radio Trades Association, Chicago. Designed to present the activities of the various entertainers for the information of radio advertisers, each entertainer will pay for the amount of editorial matter and art work he desires. Otherwise no advertisements are to be included in the book.

A popular edition designed to appeal to the public and selling at $1 is also planned. Special articles on the growth of radio, how a radio network is operated, how programs are built, and an elaborate log, are to be included.

LECTURES delivered at the Lowell Institute, Boston, by executives of the American Telephone & Telegraph Co. and associated organizations last year have been compiled in a book under the title, "Modern Communication" (Houghton Mifflin Co., Boston; $2.75). Latest developments in television, radio, telephone, talking pictures and other forms of communication are discussed by Arthur W. Page, John E. Otterson, Ralph Brown, H. D. Arnold, Harvey Fletcher, Frank B. Jewett and Herbert E. Ives.

THE THIRD year-book of the Institute for Education by Radio was recently published under title of "Education on the Air—1932." Copies may be obtained at $3 from the Bureau of Educational Research, Ohio State University, Columbus, O.

We Pay Our Respects to—

WILLIAM DAVID LENT STARBUCK

CONSULT "Who's Who in America", the biographical dictionary of notable people in the United States, and you will find only three lines about William David Lent Starbuck. They simply give his name and address and note the fact that he has been a Federal Radio Commissioner since April, 1929.

Of the eleven men who have served on the Commission since its creation in 1927, Mr. Starbuck has been the least publicized. Yet behind the scenes in radio he has been identified with some of its most important activities, notably those of the engineering division, over which he has supervision. To him also full credit should be given for the remarkable progress made by commercial aeronautics in creating and utilizing radio facilities. Aviation radio, with the greatest network of stations in the world, is now the busiest and one of the most successful of the industrial pursuits to which radio, other than broadcasting, has been put.

William David Lent Starbuck has the unique qualification of being both engineer and lawyer. Since these two professional fields embrace the entire scope of the Commission's activity, he came to that body with a well-balanced background, even though he had not previously been identified with radio.

The possibilities of aviation radio inspired Mr. Starbuck's interest shortly after he was appointed to the Commission nearly four years ago. Together with the engineers of the air transport operators and the engineers of the Commission, he worked out a highly efficient system of utilizing the severely limited number of available wave lengths to provide for maximum service and safety to commercial aviation. Subsequently, a cooperative communication organization, Aeronautical Radio, Inc., was formed.

In three years he has seen Aeronautical Radio become the communication subsidiary of all the organized air mail and passenger operators, and the project he outlined for "radiozing" all air mail lanes is more than 90 per cent complete. Aeronautical stations are located in 90 cities, acting as "dispatching" units of various transports, and maintaining constant radiotelephone communication with planes in flight and between ground stations. Under the organization, frequencies are allocated to the corporation rather than to individual air lines.

Mr. Starbuck was born in New York City March 23, 1886. After receiving his primary education in New York schools he enrolled in Columbia University, class of 1907, and was graduated with a degree in mechanical engineering. For two years he was a member of Columbia's varsity crew. President Roosevelt and Mr. Starbuck were on Columbia's campus at the same time, the former having been in the Law School with the class of 1907.

Upon leaving Columbia, he engaged in various engineering pursuits. He served successively with the Bethlehem Steel Co., American Car and Foundry Co., Ingersoll-Rand Co. and other manufacturers.

At the outbreak of the war, he enlisted and was commissioned a first lieutenant in the Ordnance Corps in December, 1917. In May, 1918, he sailed for France. Assigned to the 81st Division, which saw action in the Meuse-Argonne, he returned to this country in March, 1919.

After being honorably discharged from the Army that year, Mr. Starbuck began a consulting engineering practice in New York with a former classmate. In 1924 he joined the law firm of Ramsay Hoguet, and in connection with that work was tutored in law and was admitted to the New York bar in 1926. He was also admitted to practice before the United States Supreme Court.

It was while he was associated with that firm that Mr. Starbuck received an appointment to the Commission by President Hoover on May 6, 1929. He is a Democrat and was appointed from Connecticut. He is a member of the Columbia University Club of New York, Alpha Delta Phi Fraternity, the American Society of Mechanical Engineers and the Institute of Radio Engineers.

He enjoys water sports, preferring fishing, swimming and sailing.

PERSONAL NOTES

EVERETT WHITMYRE, originator of the NBC "Adventures in Hobby Riding" and creator of other programs used by manufacturers and retailers in central New York State, has been appointed merchandising manager of WFBL, Syracuse, N. Y. He formerly was assistant sales promotion manager of the Sherwin-Williams Co., Cleveland; sales promotion manager of the Burroughs Adding Machine Co., Detroit; advertising and sales manager of Kellogg Products, Inc., Buffalo, and retail division account executive of Campbell-Ewald Co., Detroit.

FATHER CHARLES E. COUGHLIN, who broadcasts over a special network from his Shrine of the Little Flower, Detroit, was in Washington for the Roosevelt inauguration, and conferred with Prof. Raymond Moley, advisor of the President. His regular Sunday broadcast March 5 was from WOL, Washington. Accompanying him was George Richards, president of WJR, Detroit.

ALFRED J. McCOSKER, director of WOR, Newark, and president of the NAB, with Mrs. McCosker and their daughter Angela were Washington visitors for the inauguration. Mr. McCosker returned later for a conference with Postmaster General Farley.

M. H. AYLESWORTH, president of NBC, and Mrs. Aylesworth left for Miami in latter February for a vacation.

BERNARD FENNER, formerly studio director of KFAB, Lincoln, Neb., is managing Fontenelle Features, radio script syndicate offering sustaining and commercial features, with offices at 502 No. 30th St., Omaha.

ARTHUR SORENSON, former photo editor of NBC, has started his own publicity service at 4 E. 43rd St., New York, and is distributing a service called "Rambling Round Radio Row" containing notes and anecdotes about radio artists.

J. LEGRAND EVERETT, Jr., has been promoted from announcer to program director of WBT, Charlotte, N. C., according to an announcement by William A. Schudt, Jr., new manager of WBT.

THOMAS B. ROBINSON, formerly with WJKC, Lancaster, Pa., and at one time with NBC, has joined WSYR, Syracuse, N. Y., as merchandising counsel and sales promotion director.

TOM MORGAN, manager of KTAB, Oakland, Cal., and at one time operator of KTM, Los Angeles, and KTAB, for the Pickwick Broadcasting Corp., has moved his home from Beverly Hills to Oakland.

DAVID DRISCOLL, formerly with KGDE, Fergus Falls, Minn., and WCCO, Minneapolis, has been appointed by Carlyle Anderson, Advertising, Fergus Falls, to handle its radio accounts.

EARL C. SMITH, formerly with San Francisco newspapers and with the Rodney Boone Organization, has joined the commercial staff of KFRC, San Francisco.

ALTON K. HARTENBOWER, formerly with the McCann-Erickson Advertising Agency, Chicago, has been added to the sales promotion department of NBC in Chicago.

G. B. DEALEY, president of the A. H. Belo Corp. and the DALLAS NEWS, owners and operators of WFAA, and Martin Campbell, general manager of WFAA, were honor guests and Mr. Campbell the speaker at a dinner given by the Dallas Junior Chamber of Commerce in appreciation of the successful negotiations whereby WBAP, Ft. Worth, increased its power to 50 kw. through use of the WFAA transmitter. Mr. Campbell, also national advertising manager for WBAP, was introduced to the audience by radio from Ft. Worth.

J. ARTHUR DUPONT, former manager of CKAC, Montreal, has joined the Canadian Radio Broadcasting Commission as director of broadcasting, eastern division, with headquarters in Ottawa.

STANLEY E. HUBBARD, general manager of KSTP, St. Paul, was in Washington March 10 for a conference on radio matters with Postmaster General James E. Farley.

JACK BROOKS of the staff of WBBM, Chicago, has been elected vice president of the Paddle and Net Club of Chicago, composed of ping pong enthusiasts in the advertising fraternity who meet in a court in the Wrigley Bldg. J. H. Platt, advertising manager of the Kraft-Phenix Cheese Corp., is president.

WALLER HORNADAY, formerly with the Yost Advertising Agency, St. Louis, has joined the sales department of KMOX, St. Louis, J. L. Van Volkenberg, sales and operations director, has announced. The sales staff now also includes J. C. Hetherington, William N. McKamy, James L. Huffman, Douglas Danforth and Theodore White.

BEHIND THE MICROPHONE

WILLIAM FRANCIS, formerly of the OMAHA BEE-NEWS, has joined KOIL, Omaha-Council Bluffs, as manager of its artists bureau.

DR. MAX JORDON, NBC representative in Central Europe, reported the German national elections March 5 from a studio of the Reichs Rundfunk Gesellschaft to the NBC-WJZ network in this country.

JOHN McCOLLOM, former college dramatic director and experienced in legitimate stage work, has been added to the program department of WCBA-WSAN, Allentown, Pa. Mr. McCollom was at one time associate editor of THE DRAMATIST.

BILLY REPAID, popular radio reporter for WJR, Detroit, has signed a contract to broadcast twice weekly on a coast-to-coast NBC-WEAF network under sponsorship of the Hudson Motor Car Co. Mr. Repaid entered radio via WJR in 1930.

PETER DIXON, radio columnist and author of and actor in the "Raising Junior" series, recently resumed it on WOR, Newark.

HUGH HIPPLE, formerly of WOC, Davenport, Ia., has been added to the announcing staff of KYW, Chicago.

MISS AUDREY COHN and William K. Thomas, Jr., better known as "Audrey and Bill", radio team on WCKY, Covington, Ky., were married secretly Dec. 12, 1931, it has just been revealed.

ROBERT YOUSE, formerly with various Pacific coast stations, has joined the announcing staff of WMAL, Washington, succeeding Dan Russell, who has joined WOV, New York, as program director.

CLARENCE MUSE, composer of "When Its Sleepytime Down South" and other tunes, and a well known Hollywood colored artist of screen and radio, left there Feb. 24 to fill a theatrical engagement in Washington the week of March 10. He also visited New York to consult with Erwin, Wasey & Co. about his new "Sleepytime" gag act and "Mind Readers" skit on which that agency has options.

THERE ARE two new fathers on the dramatic staff of WJR, Detroit. A girl was born Feb. 21 to Mr. and Mrs. Stephen Davidow, and a boy to Mr. and Mrs. Kalman Matus Feb. 22. Mr. Davidow writes the "Driftwood" skits and plays the part of Jimmie in them, and Mr. Matus is one of the "Mummers" cast.

VICTOR CAILLE, staff organist and pianist for WDEL-WILM, Wilmington, Del., and Miss Dorothy Caulk, of Blackbird, Del., were married at Valley Forge, Pa., Feb. 23. Mr. Caille played a 15-minute recital preceding the wedding, including his own composition written for the occasion, "Sonata No. 2, Opus 9."

DAVE BALLOU, production man at KFI, Los Angeles, has joined KNX, Hollywood, in an announcing-continuity capacity. He was the original producer for the KFI Fun Factory, weekly frolic.

HOWARD WAY, who formerly worked on the production of the Cities Service and Cliquot Club Eskimos programs, has moved to San Francisco, where he intends to produce broadcast programs. Using the Titan Studios, 1040 Geary St., San Francisco, he has started a series of auditions for talent.

W. H. STEIN, executive vice president of the Music Corporation of America, Chicago, arrived in Los Angeles March 10 from New York to complete arrangements for the first Ben Bernie talking picture.

THE RANDALL SISTERS, hill billy trio, formerly of WLW, have been added to the WJJD, Chicago, staff.

JOHNNY EILERS was married to Jean Wells in Hollywood late in February. Eilers is manager and his wife secretary for Bill Sharples, who does his own radio brokerage and conducts a morning frolic over KNX, Hollywood.

BORN to Ted Nabors, assistant program director of KTRH, Houston, and Mrs. Nabors, a 7-pound daughter, Dolores Ann, late in February.

URSULA MARCH has been appointed drama director of KTAB, Oakland, Cal.

Ad Review Committee Adds Two Broadcasters

H. K. BOICE, vice president of CBS, and G. F. McClelland, assistant to the president of NBC, have been added to the membership of the Advertising Review Committee, recently formed to consider advertising practices which appear to violate the code of the Association of National Advertisers and the American Association of Advertising Agencies.

Ralph Starr Butler, vice president, General Foods Corporation, is chairman of the committee. Other members are: representing A. N. A., Lee H. Bristol, Bristol-Myers Co.; Bernard Lichtenberg, Alexander Hamilton Institute; Ken R. Dyke, Johns-Manville Corp.; Stuart Peabody, the Borden Co.; representing the A.A.A.A., Raymond Rubicam, Young & Rubicam, Inc.; J. K. Fraser, The Blackman Co.; William H. Johns, Batten, Barton, Durstine & Osborn, Inc.; A. W. Erickson, McCann-Erickson, Inc.; and H. S. Gardner, Gardner Advertising Co., Inc.; representing the publishers, Frank Braucher, Crowell Publishing Co.; Fred A. Healy, Curtis Publishing Co.; Edgar Kobak, McGraw-Hill Publishing Co., Inc., John C. Sterling, McCall-Co.; and Louis Wiley, THE NEW YORK TIMES.

GUBERNATORIAL CHATS—A weekly "over the desk" intimate discussion of state affairs is being given over KSO, Des Moines, and other stations specially hooked up for a state network by Governor Clyde Herring, of Iowa.

IN THE CONTROL ROOM

RADIO AMATEURS on the staff of WBBM, Chicago, include Ray Norene, sound effects engineer; Johnny O'Hara, sports announcer, and Cyrus Reed, saxophonist with studio orchestra. O'Hara, now at Pasadena with the White Sox, has been using his "ham" station to flash news to Harold Parks for use in his nightly sports reviews.

A RADIO short course, covering various technical phases of radio, will be offered by the extension division of the University of Wisconsin, Madison, April 10, 11 and 12, with inspection trips and exhibits by manufacturers. Details may be obtained by writing to the university.

TWO-WAY communication across the Atlantic on the 1750 kc. frequency, just beyond the broadcast band, is reported by Philip S. Rand, WIDBM, No. Falmouth, Mass. Not since early 1924 has there been two-watt transatlantic communication in this lowest of amateur bands, according to F. E. Handy, communications manager of the A. R. R. L.

JOHN J. LONG, Jr., chief engineer of the new 25 kw. WHAM, Rochester, went on the air during the station's inaugural ceremonies March 4, and between the Roosevelt inauguration broadcasts from Washington, to describe the station's equipment to its audience.

H. A. CHINN, formerly an associate in the Round Hills laboratory of Massachusetts Institute of Technology, has joined the engineering staff of CBS.

BORN, to George S. Driscoll, of the transmitter crew of WHAM, Rochester, and Mrs. Driscoll, a boy, March 6.

NBC Auditions

AMONG the auditions at NBC last week were Ipana Toothpaste, a dramatic skit with Peter Van Steeden's orchestra, and Hellman's Mayonnaise, dramatic program with music. The following artists were auditioned by NBC for guest appearance with Fleischmann: Rae Samuels, Cissie Loftus, Blanche Ring and the Four Sharps. NBC program board and Artists Service auditioned the following artists and programs for use either as sustaining or commercials: Bruce Bainsfather in a program called "World A Gram", and Aileen Clark, soprano, with a concert orchestra.

Dill and Bland Top Radio Committees

Wallace White Goes on Senate Interstate Commerce Group

Senator Dill

SENATOR Clarence C. Dill, (D.) of Washington, and Rep. Schuyler Otis Bland, (D.) of Virginia, become chairmen of Congressional committees charged with radio legislation under the reorganization of the two branches worked out for the 73rd Congress which convened in special session March 9.

Long the radio leader of the Senate, Senator Dill succeeds to the chairmanship of the important Interstate Commerce Committee, replacing Senator Couzens, (R.) of Michigan, who remains as the ranking minority member.

Bland is Newcomer

Rep. Bland

REP. BLAND, new chairman of the House Merchant Marine, Radio and Fisheries Committee, succeeds former Rep. Ewin L. Davis, (D.) of Tenn., defeated in the primaries last year. While he has not been identified with radio legislation in the past, Rep. Bland has evinced an interest in the subject and is likely to become radio spokesman in the lower House. The House has not yet completed its committee reorganization, and names of new members of the Merchant Marine Committee therefore are not available.

Chairmanships in both houses are accorded by seniority. While Senator Dill was third ranking Democratic member, he ascended to the chairmanship because Senators Smith, of South Carolina, and Senator Pittman, of Nevada, who out-ranked him, elected to take the helms of other committees. Frank T. Bell, secretary to Senator Dill, will become clerk of the Interstate Commerce Committee, succeeding John Carson, secretary to Secretary Couzens.

White Joins Committee

SEVERAL new faces will appear on the Senate committee. Most important is the assignment to it of Senator Wallace H. White, Jr., (R.) of Maine. Senator White has been prominently identified with radio legislation in both branches of Congress, having been chairman of the House committee prior to his election to the Senate in 1930. He is co-author of the Radio Act of 1927. He is the only Republican addition to the committee.

New Democratic members of the committee are Senators Dieterich, Illinois; Lonegran, Connecticut; Long, Louisiana, and Brown, New Hampshire. There are two vacancies, one caused by the recent death of Senator Howell, Nebraska.

Holdover members of the Senate committee, besides those already named are; Democrats—Senators Smith, South Carolina; Wheeler, Montana; Wagner, New York; Barkley, Kentucky, and Neely, West Virginia; Republicans—Fess, Ohio; Metcalf, Rhode Island; Kean, New Jersey; Hastings, Delaware, and Hatfield, West Virginia.

Senator Robert F. Wagner, (D.) of New York, becomes chairman of the Patents Committee, in which copyright legislation originates. This committee is destined to be of extreme importance to broadcasting in connection with the revision of the existing copyright laws to protect the interests of broadcasters. He succeeds Senator Felix Hebert, (R.) of Rhode Island. Rep. William I. Sirovich, (D.) of New York, continues as chairman of the House Patents Committee.

Commission Suspends Two-Thirds Time Rule Because of Depression

RELAXATION of the terms of Rule 151, requiring stations to operate a minimum of two-thirds of their authorized hours, was voted by the Radio Commission March 7 "in view of the present financial and economic situation." Action was taken on motion of Commissioner Starbuck in response to numerous requests from stations for relief.

The order partially suspends the rule until June 1. Authority to reduce operating hours, however, will be given only upon written application specifying the exact hours the station will operate.

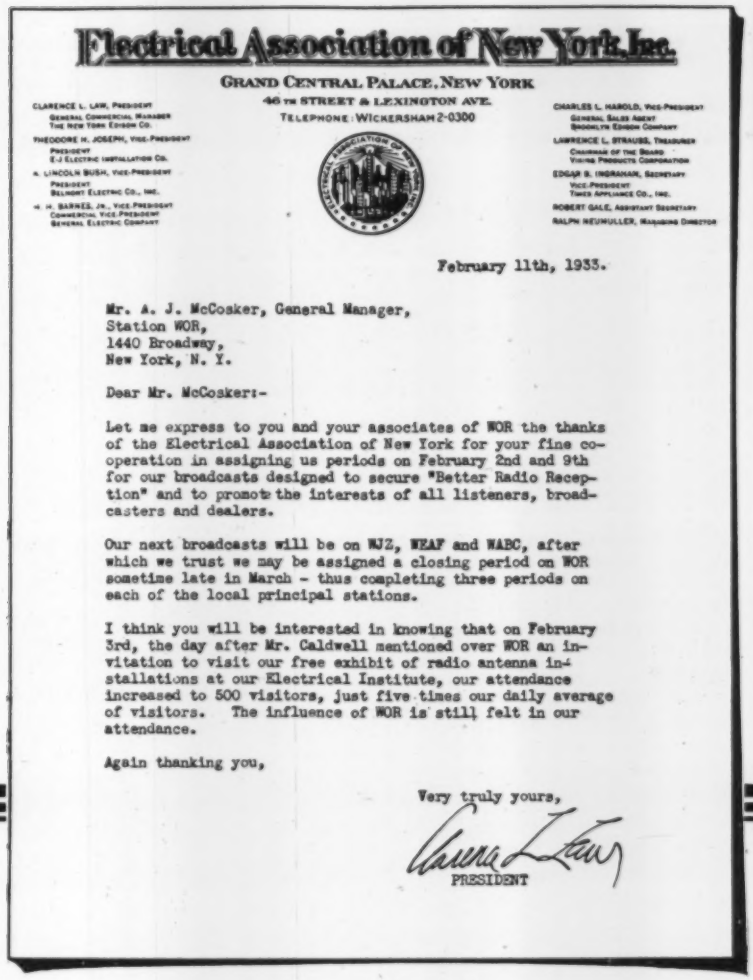
It was pointed out that many small stations in rural communities have been unable to present consistently good programs during the entire "broadcast day" because of economic conditions and lack of talent. They complained that they have been forced to "fill in" with inferior recordings and other material of dubious program value.

Rule 151 provides that "except Sundays, the licensee of each broadcast station shall maintain a minimum regular operating schedule of two-thirds of the hours that it is authorized to operate during each broadcast day." The broadcast day is prescribed as 16 hours, which forced full time stations to operate a minimum of 12 hours daily.

Immediately following this action, the Commission granted the request of WILM, Wilmington, Del., to be permitted to operate a minimum of two hours daily, except Sunday.

Radio's Envoys

TWO of radio's staunchest friends are slated for leading diplomatic posts under President Roosevelt. Jesse Isidor Straus, president of R. H. Macy & Co., New York, which controls the Bamberger Broadcasting Service, operator of WOR, has been appointed Ambassador to Paris, and Judge Robert W. Bingham, publisher of the LOUISVILLE COURIER-JOURNAL, operator of WHAS, is to be Ambassador to London. Both have taken a deep interest in broadcasting since its early days.



Electrical Association of New York, Inc.

GRAND CENTRAL PALACE, NEW YORK
46TH STREET & LEXINGTON AVE.
TELEPHONE: WICKERSHAM 2-0300

CLARENCE L. LAW, President
General Commercial Manager
The New York Edison Co.

THEODORE H. JOSEPH, Vice-President
President
E-J Electric Installation Co.

A. LINCOLN BUSH, Vice-President
President
Belmont Electric Co., Inc.

H. H. BARNES, JR., Vice-President
Commercial Vice-President
General Electric Company

CHARLES L. HAROLD, Vice-President
General Sales Agent
Brooklyn Edison Company

LAWRENCE L. STRAUSS, Treasurer
Chairman of the Board
Viking Products Corporation

EDGAR B. INGRAHAM, Secretary
Vice-President
Times Appliance Co., Inc.

ROBERT GALE, Assistant Secretary

RALPH NEUMULLER, Managing Director

February 11th, 1933.

Mr. A. J. McCosker, General Manager,
Station WOR,
1440 Broadway,
New York, N. Y.

Dear Mr. McCosker:-

Let me express to you and your associates of WOR the thanks of the Electrical Association of New York for your fine co-operation in assigning us periods on February 2nd and 9th for our broadcasts designed to secure "Better Radio Reception" and to promote the interests of all listeners, broadcasters and dealers.

Our next broadcasts will be on WJZ, WEAF and WABC, after which we trust we may be assigned a closing period on WOR sometime late in March - thus completing three periods on each of the local principal stations.

I think you will be interested in knowing that on February 3rd, the day after Mr. Caldwell mentioned over WOR an invitation to visit our free exhibit of radio antenna installations at our Electrical Institute, our attendance increased to 500 visitors, just five times our daily average of visitors. The influence of WOR is still felt in our attendance.

Again thanking you,

Very truly yours,

Clarence L. Law
PRESIDENT

Read that third paragraph again—and appreciate what we mean when we refer to "*listener-in*" *pulling power of*

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

On request we will gladly send you a copy of the WOR *Service Area and pertinent facts on guaranteed broadcasting coverage.*

BAMBERGER BROADCASTING SERVICE, Inc.
NEWARK . NEW JERSEY
New York Office: 1440 BROADWAY . New York City
CHICAGO OFFICE • William G. Rambeau • 360 N. Michigan Avenue • Chicago, Ill.

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WOR, Newark, reports the following new accounts: Stanco, Inc., New York (Daggett & Ramsdell toiletries), three 15-minute periods weekly 13 weeks to May 5, McCann-Erickson Co., New York; A. C. Spark Plug Co., Flint, Mich., 12 one-minute announcements in March, Campbell-Ewald Co., Detroit; Aetna Casualty & Surety Co., Hartford, 13 Tuesday quarter hours, Samuel C. Croot Co., New York; Spencer Corset Co., New York, 4 programs in March, direct; Jean Jordeau, Inc., South Orange, N. J. (Zip Hair Remover), twice weekly, 13 weeks to May 12, J. R. Flanagan Co., New York; Vick Chemical Co., Greensboro, N. C., twice weekly to March 15, Morse International, Inc., New York; Johnson Educator Food Co., Cambridge, Mass. (crackers, cookies, etc.), daily time announcements to May 27, Radio Broadcasting Co., Boston.

RENEWAL accounts of WOR, Newark: Beechnut Packing Co., Canajoharie, N. Y., "Chandu", 5 times weekly, 52 weeks from March 6; Stanco, Inc., New York, (Nujol mineral oil) recorded health talks by U. S. Senator Royal F. Copeland, 5 times weekly for 13 weeks, McCann-Erickson Co.; Edna Wallace Hopper, Inc., Chicago (cosmetics), three 5-minute transcriptions weekly, 13 weeks, WBS; Loose Wiles Biscuit Co., Long Island City, twice weekly transcriptions, 13 weeks, Newell-Emmett Co., New York.

NEW ACCOUNTS reported by WJSV, Alexandria, Va.: Thinc Products, Inc., New York (toiletries), three 5-minute transcriptions weekly, 4 weeks, through SHB; Edna Wallace Hopper, Inc., Chicago, two 5-minute transcriptions weekly, 13 weeks, through WBS; General Mills, Minneapolis (Gold Medal flour), two 5-minute transcriptions daily, 5 weeks, through WBS; General Mills (Bisquick), 3 to 5 transcriptions weekly, Blackett-Sample-Hummert, Inc., Chicago. WJSV also reports the following spot announcements: Columbia Pictures, New York (new pictures), 6 announcements daily, 4 days, The Biow Co., New York; A. C. Spark Plug Co., Flint, Mich., twice daily, 6 days, Campbell-Ewald Co., Detroit; Marlin Mineral Water Co., Houston, Tex., 52 announcements, once daily, Rogers-Gano, Inc., Houston; Hotel Governor Clinton, New York, daily announcement, 6 weeks, Rose-Martin, Inc., New York; Short Line Bus System, Washington, 4 announcements weekly, 25 weeks, Lewis Edwin Ryan, Inc., Washington.

NATIONAL OIL PRODUCTS Co., Harrison, N. J., on March 4 began sponsoring "Fashion Forecasts", previews of VOGUE Magazine's fashion designs, over WABC, New York, to introduce its new Admiracion Soapless Shampoo. Jane Wanamaker, formerly of the Conde Nast staff, is featured.

RENEWAL of Beechnut Packing Company's "Chandu" programs, five transcriptions weekly, for 52 weeks from March 7, is reported by WJR, Detroit.

PRO-KER LABORATORIES, New York (Pro-Ker Hair Milk) has begun sponsorship of three evening studio programs weekly for 13 weeks on WEEI, Boston.

LAMBERT PHARMACAL Co., St. Louis, (Listerine) on March 27 starts 15 programs three noons weekly on WJZ, New York; account handled by Lambert & Feasley, Inc., New York.

THE "GROWING UP" skit enacted by Gay Seabrook and Emerson Treacy, on transcriptions from the Freeman Lang Studio, Hollywood, was spotted on March 6 for the Los Angeles Soap Company by Earnshaw-Young, Inc., Los Angeles agency. Stations were KFI, Los Angeles; KPO, San Francisco and KSL, Salt Lake City. Period was for an indefinite time with prospect of other stations to be added later. Story concerns two youngsters in the adolescent stage. The series was originally tried out "in the flesh" over KFWB, Hollywood, a year ago. Transcriptions will run five times a week.

DR. MILES Laboratories, Elkhart, Inc., (Alka-Seltzer) is sponsoring part of the WLS National Barn Dance Saturday nights from 10:15 to 11 p.m. The program is broadcast from the stage of the Eighth Street Theater, Chicago, before an audience that averages 1,200 persons. Other sponsors of the Barn Dance include the Mantle Lamp Co., Keystone Steel & Wire Co. and Ferris Nurseries.

WFBG, Altoona, Pa., reports the following accounts: Gold Dust Corp., New York (cleaning powder), spot announcements daily, Batten, Barton, Durstine & Osborn; Gordon Gordon, Ltd., Chicago (Princess Pat cosmetics), 5-minute transcriptions daily, Shuman-Hows Advertising Co., Chicago.

CHARLES H. PHILLIPS Chemical Co., Glenbrook, Conn., (Phillips Dental Magnesia) will sponsor its Penrod and Sam transcriptions by WBS five afternoons a week on WMAQ, Chicago, starting April 3; handled by Blackett-Sample-Hummert, Chicago.

BEECHNUT PACKING Co. has renewed the "Chandu" transcriptions on KYW, Chicago, for another 52 weeks through McCann-Erickson, N. Y. J. Albert Johnson Seed Co., using two announcements daily; handled by McJunkin and A. T. Sears, Chicago. Bendix Corp., Chicago, (National Safety Clinic car testing) is sponsoring Pratt and Sherman, comedians, in weekly quarter-hour program starting Feb. 27; handled direct.

HEXIN, Inc., Chicago, (proprietary medicines) is sponsoring 6 evening and 6 afternoon musical programs weekly over WIBO, Chicago; handled direct.

NEW ACCOUNTS on WBBM, Chicago: Stanco, Inc., New York, (Cream of Nujol) 5-minute transcriptions by Senator Royal S. Copeland for 5 nights a week; handled by McCann-Erickson, New York. Red Star Yeast Co., Milwaukee (yeast), sponsoring Charlie Hamp in 6 quarter-hour daytime programs a week; handled by Critchfield & Co., Chicago. United Remedies Co., Chicago (Kolorbak), presenting 3 quarter-hour Adventurers Club dramatic programs weekly; handled by Heath-Seehof, Chicago. Willard Tablet Co., Chicago (proprietary medicines), has added 6 more quarter-hour morning and evening programs, bringing the total to 12 weekly; handled by Kirtland-Engle, Chicago. P. H. Pfunder, Inc., Minneapolis (proprietary medicines), sponsoring "Bill Kellogg, the Druggist" 3 nights weekly; handled by McCord Co., Inc., Minneapolis. Garden Ale Co., Battle Creek, Mich. (vegetable juice), sponsoring test of 5 programs using transcriptions; handled by Ward M. Irwin, Battle Creek.

FOLLOWING new accounts are reported by KPO, San Francisco: Iodent Co., Detroit (toothpaste), on March 20 begins the thrice weekly transcription "Black and Blue"; Maxon, Inc., Detroit, handles account. Signal Oil Co., Los Angeles, has renewed its "Tarzan" transcription serial, but has cut it from 5 to 3 days a week. Makers of Nujol are sponsoring a series of five-minute health talks recorded by Dr. Royal F. Copeland. The Los Angeles Soap Co. on March 6 started "Growin' Up", a transcription 5 nights weekly.

WGAR, Cleveland, reports the following national accounts: Beechnut Packing Co., 5 transcriptions weekly, 52 weeks, through SHB; Carleton & Hovey Co., Lowell, Mass. (Father John's medicine), weekly transcription, 26 weeks, Broadcast Advertising, Inc., Boston; Iodent Chemical Co., Detroit (toothpaste), 3 transcriptions weekly, 52 weeks, SHB; Rumford Chemical Co., Rumford, R. I. (baking powder), 2 transcriptions weekly, 52 weeks, through SHB; Woman's Home Companion (magazine), weekly studio program, 52 weeks, Martin-Pilling-Shaw Co., Philadelphia; Kroger Grocery & Baking Co., Cincinnati (chain stores), 5 weekly studio programs, 26 weeks, direct.

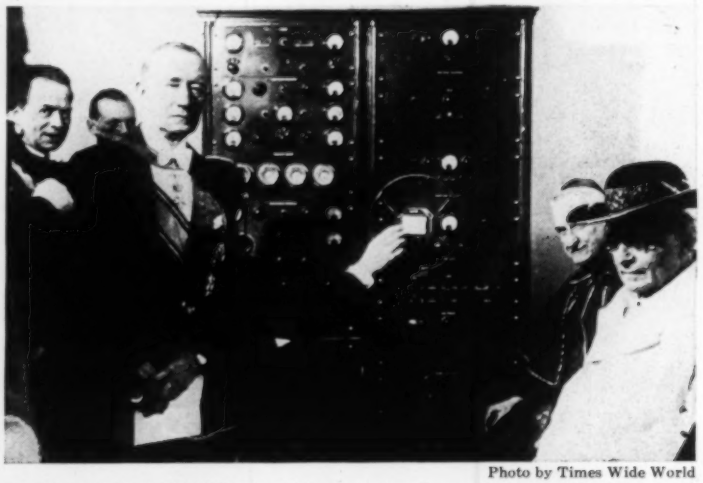


Photo by Times Wide World

PAPAL RADIO STATION—This photograph was taken at the inauguration of the new Vatican ultra-short wave broadcasting station, which uses the parabolic antenna devised by Guglielmo Marconi, donor of the station. Pope Pius (right) is shown with Signor Marconi.

WHBL, Sheboygan, Wis., reports the following new accounts: Gordon Gordon, Ltd., Chicago (Princess Pat cosmetics), three 5-minute programs weekly, 13 times, Critchfield & Co., Chicago; Virginia Snow Studios, 26 announcements, Rogers & Smith, Chicago; Peruna Corp., Chicago (tonic), renewal of 26 announcements, Radio Publicity, Inc., Chicago; Germania Herb Tea Co., 26 announcements, Allan Firestone Agency, St. Paul; Barnsdall Refineries, Inc., Tulsa, Okla. (petroleum), 26 fifteen-minute transcriptions, through local dealers.

A PRE-SEASON broadcast of a baseball game between the Chicago Cubs and Chicago White Sox in Los Angeles was arranged for March 15 by WBBM, Chicago, for the Minit-Rub Corp., St. Louis, (liniment). Pat Flanagan, sports announcer of WBBM, and John O'Hara, WJKS sports announcer, were to describe the game from the Los Angeles ball park.

WJJD, Chicago, reports signing C. A. Mosso Co., Chicago, (Mosso Oil of Salt) with dramatic narrations of war stories Wednesday and Friday nights for 13 weeks; handled by Gale & Pietsch, Chicago.

PARAMOUNT PRODUCTS Co., (Lady Lee face powder) is sponsoring quarter-hour musical program on WLS, Chicago, Saturday nights, and half-hour musical program on WJJD, Chicago, Friday nights for indefinite period; handled by Coolidge Advertising Co., Des Moines, Ia.

GENERAL FOODS Corp., New York, (foods) will sponsor Hal Totten's broadcasts of the home games of the Chicago Cubs and the Chicago White Sox during the 1933 season. The Cubs will open the season in Chicago April 12; handled by Erwin, Wasey, New York.

WILLARD TABLET Co., Chicago, (proprietary medicines) is sponsoring programs on WTMJ, Milwaukee; KFYR, Bismarck; WSM, Nashville; KSL, Salt Lake City; WMAQ and WBBM, Chicago; handled by Kirtland-Engle and Heath-Seehof, Chicago.

CHURCHILL SALES Co., Chicago, (Spray-Ex) is sponsoring Fanny May Baldridge in Negro sketch three mornings a week over WBBM, Chicago, starting March 11. Handled direct.

DETROIT WHITE LEAD Works, Chicago, (Syntho-Cote) is sponsoring announcements four times a week over WSM, Nashville; WJR, Detroit, and WFBM, Indianapolis; handled by Henri, Hurst & McDonald, Chicago.

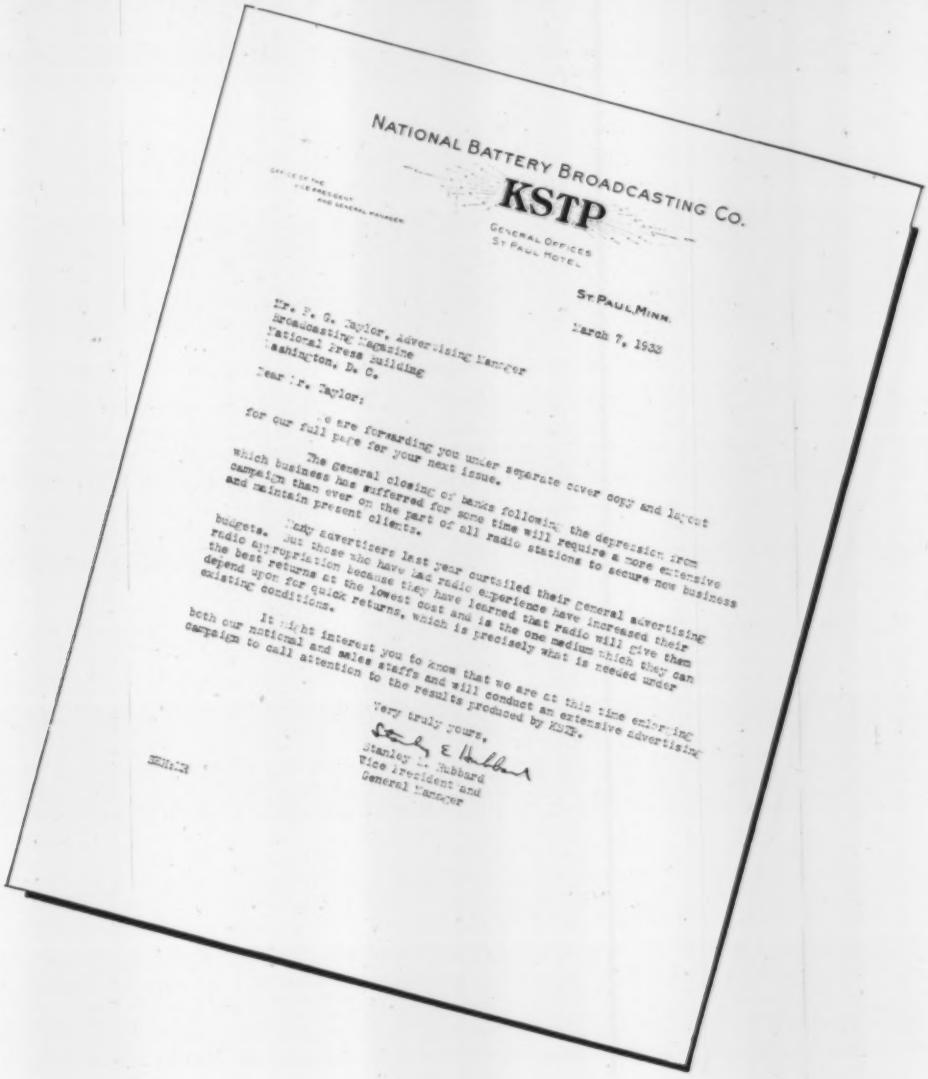
WNAC, Boston, reports the following accounts: Edna Wallace Hopper, Inc., Chicago, (beauty preparations) twice weekly transcriptions to May 10, through WBS; Dr. McKnight, Boston (dentist), talks each Sunday on teeth for year, Leonard Etherington Service, Cambridge, Mass.; Rosdex Health Products, Boston (laxative), health talks thrice weekly to April 5, Harry M. Frost, Boston.

JULIUS GROSSMAN, Inc., Brooklyn, (shoes) on March 12 started "Baby Rose Marie" on WJZ, New York, Sunday noons, 13 weeks; account handled by Leon A. Friedman Co., New York.

Records For History

PRESIDENT Roosevelt's inaugural address, broadcast over nearly 200 stations, was recorded by the World Broadcasting System, to be "preserved for posterity", according to Percy L. Deutsch, WBS president. Mr. Deutsch obtained permission to make the transcription of the message. He said it will be a first step in the founding of a national library of the words of famous men. WBS already has in its archives transcriptions of addresses by Presidents Hoover and Coolidge.

Practice What You Preach



NATIONAL BATTERY BROADCASTING CO.

KSTP

GENERAL OFFICES
ST. PAUL HOTEL

ST. PAUL, MINN.

March 7, 1933

Mr. F. C. Taylor, Advertising Manager
Broadcasting Magazine
National Press Building
Washington, D. C.

Dear Mr. Taylor:

We are forwarding you under separate cover copy and layout for our full page for your next issue.

The general closing of banks following the depression from which business has suffered for some time will require a more extensive campaign than ever on the part of all radio stations to secure new business and maintain present clients.

Many advertisers last year curtailed their general advertising budgets. But those who have had radio experience have increased their radio appropriation because they have learned that radio will give them the best returns at the lowest cost and is the one medium which they can depend upon for quick returns, which is precisely what is needed under existing conditions.

It might interest you to know that we are at this time enlarging both our national and sales staffs and will conduct an extensive advertising campaign to call attention to the results produced by KSTP.

Very truly yours,

Stanley E. Hubbard

Stanley E. Hubbard
Vice President and
General Manager

SEH:H

THE gospel you preach to your prospect is the gospel you, as a station operator, should follow yourself. The letter reproduced above from a leading broadcaster reveals a confidence in his own business that every station should have.

These are not times of despair. Rather, the times demand more intensive effort, with as boundless a faith in the business of broadcasting as we all must have in the future of our country under its new leadership.

Advertising demonstrates aggressiveness. Stations that exist by advertising sold to others certainly themselves must believe in advertising. Reaching every agency handling radio accounts and all known past, present and prospective radio advertisers, BROADCASTING MAGAZINE is in a class by itself as the medium for carrying *your* messages to the men who handle radio advertising budgets.

Write For
Information Regarding
Rates — Coverage
and Other Data

BROADCASTING
Broadcast Advertising

Closing Dates
for
Advertising copy
April 1 Issue - - March 22
April 15 Issue - - April 8
May 1 Issue - - April 22
May 15 Issue - - - May 8

870 National Press Building • Washington, D. C.

NETWORK ACCOUNTS

STANDARD OIL Co. of N. J. and New York, on Feb. 28 renewed "Five Star Theater" programs on CBS, Tuesdays, 10-10:30 p.m., with Solly Ward, comedian, and on NBC-WJZ, Mondays and Fridays, 7:30-8 p.m., 13 weeks. McCann-Erickson, Inc., New York, handles both accounts.

STANDARD OIL Co. of New York, New York, on April 3 renews "Soconeyland Sketches" over an NBC network comprising WEAF, WEEI, WTIC, WJAR, WTAG, WCSH, WGY and WBEN, Mondays, 8-8:30 p.m., 13 weeks. Batten, Barton, Durstine & Osborne handles account.

STERLING PRODUCTS, Wheeling, W. Va. (Phillips dental magnesia), on March 4 renewed Abe Lyman orchestra and Hollywood Newsboy on 21 CBS stations plus Minneapolis, Tuesdays, Wednesdays and Thursdays, 8:45-9 p.m. Blackett-Sample-Hummert, Inc., handles account.

GENERAL FOODS Corp., New York (Post Toasties), on March 27 renews "Paul Wing the Story Man" on an NBC-WEAF network, Mondays, Wednesdays and Fridays, 5:45-6 p.m., 13 weeks. Benton & Bowles, New York, handles account.

GENERAL FOODS Corp., New York (Maxwell House Coffee), on April 6 renews "Captain Henry's Showboat" on NBC-WEAF network (with WOR and various supplementary stations added), Thursdays, 9-10 p.m., EST, 13 weeks. Benton & Bowles, New York, handles account.

GENERAL FOODS Corp., New York (Diamond Crystal Salt), on April 6 renews "Cape Diamond Light" on NBC network, comprising WBZ, WBZA, WHAM, KDKA, WJR, Thursdays, 8-8:30 p.m., 13 weeks. Benton & Bowles, Inc., New York, handles account.

KOIL

KRIME KLAN

pulls local retail clothing business out of dumps

Keeps branch store open

Harvey Brothers Mens Store of Council Bluffs, Iowa, was to be closed —big close-out sale planned—new lease rejected. Harvey Brothers Omaha store sponsored the KOIL Krime Klan—big mystery thriller, one of Omaha's most popular programs. Business increased in both stores. New lease made—new stock purchased—the Council Bluffs store stays open.

No wonder local and national advertisers turn to KOIL to dominate the Nebraska-Iowa territory. 63% of Omaha listeners *prefer* KOIL—and KOIListeners are buyers.

Affiliated with NBC's Blue Network

KOIL
OMAHA

THE TEST STATION

"Voice of Barnsdall— the World's First Refiner"

COMMERCIAL DEPT., • OMAHA, NEB

RICHFIELD OIL Corp., New York, on March 31 starts Jack Golden's orchestra, Ernest Glendenning as master of ceremonies and Alex Morrison, golf professional, on NBC-WEAF network, Fridays, 10:30-11 p.m., 13 weeks. The Paul Cornell Co., New York, handles account.

RICHFIELD OIL Corp. of N. J. on April 3 will start "The Richfield Country Club" with Alex Morrison, golf instructor, musical artists and orchestra on 16 CBS stations, Mondays, 10-10:30 p.m. The Paul Cornell Co., New York, handles account.

BRISTOL-MYERS Co., New York (Ingrams shaving cream) on April 3 starts "Phil Cook and Ingram Shavers" on the basic NBC-WJZ network, with WCKY, Mondays and Wednesdays, 8:45-9 p.m., 13 weeks. Pedlar & Ryan, New York, handles account.

WYETH CHEMICAL Co., New York (Jad salts), on March 13 renewed script and music program on 8 CBS stations and Canadian outlets, Mondays, Tuesdays and Wednesdays, 6:30-6:45 p.m. Blackett-Sample-Hummert, Inc., New York, handles account.

F. W. FITCH Co., Des Moines (shaving cream), on March 5 renewed program with Wendell Hall and orchestra on 4 CBS stations, Sundays, 2:15-2:30 p.m. L. W. Ramsey Co., Davenport, Ia., handles account.

ACME WHITE LEAD & Color Works, Detroit, on March 26 renews "Smiling Ed McConnell", Sundays, 2-2:15 p.m., on 26 CBS stations. Henri, Hurst & McDonald, Chicago, handles account.

GENERAL MILLS, Inc., Minneapolis, on March 29 renews "Betty Crocker" cooking talks on NBC-WEAF and supplementary southeastern network, Wednesdays and Fridays, 10:45-11 a.m., 52 weeks. The McCord Co., Minneapolis, handles account.

LADY ESTHER Co., Chicago, (cosmetics) has changed contract dates for Wayne King and orchestra on NBC-WJZ network from 13 to 52 weeks from Jan. 16. Stack-Goble Advertising Co., Chicago, handles account.

QUAKER OATS Co., Chicago, (cereals) on March 5 started "Dick Daring", script show for children, on NBC-WJZ network, daily and Sunday at varying hours, 13 weeks. Lord & Thomas, Chicago, handles account.

JO-CUR, Inc., subsidiary of Affiliated Products, Inc., Chicago (Jo-Cur lotion), on Feb. 26 extended its "Sunday Matinee of the Air" over CBS for 13 more weeks, Sundays, 2:30-3 p.m. Blackett-Sample-Hummert, Inc., New York, handles account.

CENTAUR Co., New York (Fletcher's castoria), on April 2 starts "Pages of Romance", dramatic feature with Elsie Hitz, Allen Joslyn, Adele Ronson, Ned Weaver and Graham Harris' orchestra, on NBC-WJZ network, Sundays, 5:30-6 p.m., 13 weeks. Young & Rubicam, New York, handles account.

LOUIS PHILLIPPE, Inc., Chicago (cosmetics), on March 7 started "Marie, the Little French Girl" on 9 CBS plus 3 Don Lee stations, Tuesdays, Wednesdays, Thursdays and Fridays, 1-1:15 p.m., 26 weeks. Blackett-Sample-Hummert, Inc., handles account.

A. S. BOYLE Co., Cincinnati (floor wax), on March 12 renewed program on 12 basic CBS stations plus 3, Sundays, 1:30-2 p.m. Blackett-Sample-Hummert, Inc., handles account.

HORLICK'S MALTED MILK Co., Chicago, has renewed "Adventures in Health" series with Dr. Herman N. Bundesen, Chicago health commissioner, on an NBC network, Tuesdays and Fridays, 7:30-7:45 p.m.

YANKEE NETWORK reports the following accounts: John Irving Shoe Co., Boston, orchestra and baritone, Feb. 22 to May 5, Wednesdays, 8:30-45 p.m., Chambers and Wiswell, Boston; Loose-Wiles Biscuit Co., New York, (Sunshine cookies) Tuesdays and Thursdays, 5:45-6 p.m., Feb. 14 to Aug. 10, electrical transcriptions on WNAC and WEAN, Nowell-Emmett Co., New York; Beechnut Packing Co., Canajoharie, N. Y., daily except Saturday and Sunday, renewal on WNAC, WEAN, WDRC, adding WMAS March 6, McCann-Erickson, New York.

IT IS REPORTED that Westinghouse will probably renew its contract with NBC for an additional 13 weeks featuring its present series of Octavus Roy Cohen scripts. These programs are featured over NBC-WEAF network each Tuesday, Thursday and Saturday.

PONTIAC MOTOR Co., Pontiac, Mich., renews program on CBS March 23 with same talent headed by Colonel Stoopnagle and Budd. The broadcast is on Thursdays, 9:30-10 p.m.

PROSPECTS

ACCOUNTS that have used radio, all of which are making up lists during the next few months, include the following:: Morex Tonic Co., Los Angeles; Mickleberry's Food Products Co., Chicago, (meat products); Cedar Rapids Tanning Co., Cedar Rapids, Ia., (ladies furs); W. A. Sheaffer Pen Co., Fort Madison, Ia., (fountain pens, pencils, etc.); Louisiana Oil Refining Corp., Shreveport, La.; Chamber of Commerce, Bangor, Me.; Michigan Tourist & Resort Ass'n, Grand Rapids, Mich.; Pillsbury Flour Mills Co., Minneapolis; R. M. Hollingshead Co., Camden, N. J., (Whiz cleaner, polish, etc.); P. Beiersdorf & Co., New York, (Nivea toilet goods); Motorstoker Corp., New York, (automatic coal burners); Mme. Helena Rubinstein, New York, (Valaze toilet preparations); Shieffelin Co., New York, (wholesale drugs); Standard Brands, Inc., New York, (food products); Air-Maze Corp., Cleveland, (air filters, fire arresters); Hygrade Sylvania Corp., Emporium, Pa., (radio tubes); Ludden's, Inc., Reading, Pa., (cough drops); Harry Kessinger Co., Houston, Tex., (proprietary medicines); E. S. Matthews Inc., Spokane, Wash., (refrigerating machines).

HEXIN, Inc., 5 So. Wabash Ave., Chicago, producer of a new non-narcotic headache, neuralgia and cold tablet, has begun taking time on various stations, using established studio features, and will gradually widen its use of radio. W. S. Baggley is president of the company and has been making the station contacts.

STANDARD OIL Co. of California and S. & W. Products (canned goods), both San Francisco, are planning ambitious programs soon. Both are auditioning. Standard is hearing as many as 10 programs a week.

MONUMENT MILLS, Housatonic, Mass., (bedspreads and coverlets) will use radio with magazines and trade papers in a campaign to be handled by William M. Remington, Inc., Springfield, Mass. W. W. Bricka is advertising manager of Monument Mills.

LOS ANGELES Wallpaper & Paint Corp., 520 So. Main St., Los Angeles (decorators' supplies, etc.), will use radio along with sectional newspapers and direct mail in a campaign to be handled by Steedle, Roberts & Gardner, Inc., 1709 West 8th St., Los Angeles.

BURKHART MFG. Co., Florin, Pa. (peanuts in shell), will use radio with national newspapers, magazines, window displays, novelties and direct mail in a campaign to be handled by John P. Weidenhamer & Associates, 261 Seneca St., Harrisburg, Pa.

J. OLIVER JOHNSON, Inc., Chicago, (bird and fish food) will use radio with other media in a campaign to be handled by the McJunkin Advertising Co., Chicago.

SEIDNER'S, Inc., Westerly, R. I. (mayonnaise and food products) will use radio with newspapers in an account being handled by the Goulston Co., Inc., Boston agency.

PENNZOIL Co., Oil City, Pa., (lubricants) has appointed Bowman-Deute-Cummings, Inc., Los Angeles, to handle a radio campaign on the Pacific coast.

BOURJOIS, Inc., New York, will sponsor a new series of transcriptions being recorded by Titan Productions, Inc., San Francisco, to advertise its Barbara Gould cosmetics line.

AETNA LIFE INSURANCE Co., Hartford, is preparing a series of transcriptions by RCA Victor to be spotted over selected stations.

Cowboy Tom Expands

COWBOY TOM'S Roundup, already carried on CBS and three New York stations, is being produced in transcription form for spot broadcasting over the country by World Broadcasting System. The feature is also available on phonograph records. Account is handled by Batten, Barton, Durstine & Osborn for Remington-Rand, Inc., New York, (office equipment).

New Station Group

WITH FIVE midwestern stations already aligned, announcement was made March 8 by the Willot Company, Chicago, of the opening of its office as special representative for radio stations. The stations represented are WIL, St. Louis; KFEQ, St. Joseph, Mo.; WOW, Omaha; KFXF, Denver, and KFBI, Abilene, Kan. Headquarters are in the Mather Tower, 75 E. Wacker Drive. An office is maintained in Kansas City also, at 1329 Baltimore Ave.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

AGENCIES AND REPRESENTATIVES

CARL REIMERS Co., 101 Park Ave., New York, is a new agency formed by Carl Reimers, formerly president of Reimers & Whitehill, now dissolved. New agency is handling the following accounts: American Enka Corp., New York (rayon yarns); Charel Fabrics, Inc., New York and Paris; Dentoza Laboratories, New York (dentifrices); Diamond Bottling Corp., Waterbury, Conn. (ginger ale); Economic Bias Binding Co., New York (bias tape); France Neckwear Co., New York (neckties); Knight Corp., Providence (fabrics); Robertson Art Tile Co., Trenton, N. J. (tiles); M. C. Schrank Co., Bridgeton, N. J. (pajamas and lingerie); Simons Mfg. Co., Port Chester, N. Y. (dry goods); Smack Corp., New York (ice cream) machinery); Whirldry Corp., New Haven, Conn. (washing and dry cleaning machines).

P. A. LAMB has been appointed Chicago sales representative for CKOK, Detroit-Windsor; WSPD, Toledo, and WWVA, Wheeling. His offices are located in the La Salle Wacker Bldg.

MARION KYLE, formerly on the commercial sales force of KHJ, Los Angeles, has opened a radio advertising agency as a partnership. The organization, known as the Fisher-Kyle Company, maintains offices in the Wilshire Professional Bldg., Los Angeles.

STEPHEN GAYLORD, formerly with KEX, Portland, Ore., has joined the radio department of Lord & Thomas, Chicago.

ROBERT COLLIER, for many years advertising head for Fox-West Coast Theaters, Los Angeles, on March 6 took up new duties as junior executive in charge of radio accounts for H. C. Bernstein advertising agency, Los Angeles. The agency handles broadcast campaigns for Richfield Oil, Safeway Stores and others.

WILLIAM H. RANKIN Co., Tribune Tower, Chicago, is placing the following new accounts: Mills Chemical Co., Girard, Kan., (Cranolene); Black Swann Products Co., Chicago (radiator seal).

FRANK PRESBREY Co., New York, is placing the following accounts: Belding-Heminway-Corticelli Co., New York (silk fabrics, threads and hosiery); Urquhart Mfg. Co., New York (woven lastex fabrics).

ANFENGER ADVERTISING Agency, St. Louis, is placing the following new accounts: Roy C. Sutton Mfg. Co., St. Louis (Surj cleaning powder); Schroeder & Tremayne, Inc., St. Louis (cord-bound sponges, chamois); Senoret Chemical Co., St. Louis (Terro ant and roach killer).

BROADCAST FOODS, Inc., 3939 Wallace St., Chicago (corned beef hash) is placing newspaper copy through Bisberne Advertising Co., 58 E. Washington St., Chicago. Ralph J. Rosenthal, account executive.

A BRANCH office of Batten, Barton, Durstine & Osborn, New York, will be established in Kansas City shortly, with Charles G. Lindsay, of the New York office, in charge.

ERWIN, WASEY & Co., Chicago, has been appointed by the Grisby-Grunow Co., Chicago radio and refrigerator manufacturers, to handle its account.

Radio Newspaper

A WEEKLY newspaper of the air will make its debut March 19 on an NBC-WJZ network under sponsorship of the Northwestern Yeast Co., Chicago. A story of the inside of a newspaper office is told in the "NORTHWESTERN CHRONICLE" with Bill Barth and Dolores Gillen in the stellar roles.

EQUIPMENT

CREATION of a frequency measuring service for broadcasting stations was announced March 15 by Westinghouse. Maintained at the Chicopee Falls, Mass. plant of the company, the service will provide one-time checks or regular weekly reports at nominal cost.

THE DEBUT of the new 50 kw. transmitter of WHAM, Rochester, signalized the completion of the 275th broadcasting transmitter produced by Western Electric Co. The first was WWJ, Detroit, installed Jan. 31, 1932. Western Electric installed WCCO, KSL and WHAS, among other recent high power installations, and this year will complete the new WOR, WSB and KVOO.

A NEW mixer control for dynamic and ribbon microphones (Type 653) is announced by General Radio Co., Cambridge, Mass., and described in the February number of GENERAL RADIO EXPERIMENTER.

DEVELOPMENT of a portable public address system which is housed in a self-contained carrying case is announced by RCA-Victor Co., Camden, N. J. The new velocity ribbon microphone is an integral part of the equipment. The system is provided with volume and tone color controls, a microphone transfer switch and a special voice-music switch.

WKBF, Indianapolis, has begun installation of a new transmitting plant, including a 1 kw. transmitter designed in part by RCA Victor Co. A modern vertical radiator, said to be of the type recently installed by KYW, Chicago, will be used. The transmitter building will be modernistic. The 500-watt station, recently taken over by new interests, is being rebuilt under the direction of Fred D. Ellis, vice president.

THE WCAU Amplifying Co., Philadelphia, installed the public address systems at the Capitol and White House for the Presidential inaugural ceremonies March 4. NBC and CBS furnished all P. A. equipment for the event without cost, in return for cooperation of the Democratic National Committee in arranging their broadcasts.

IRWIN J. MENDELS, general manager of the Balkeit Radio Co., 904 Blackhawk St., Chicago, has been elected president of the concern, which reports that it is developing several new features in radio construction shortly to be introduced.

WEGO CONDENSERS, Inc., New York, announces its 1933 Price List No. 26 covering its line of paper dielectric condensers.

STUDIO NOTES

NBC in San Francisco has inaugurated a new series of programs by George Jarrett, head of the State Narcotic Bureau, in which the chief describes activities of dope smugglers. Carlton Morse is writing the series which replaces those previously done by Chief of Police Quinn.

BIRTHDAY Parade, a Saturday morning feature, has been running on WNBR, Memphis, for over six months and has proved extremely popular. The Birthday Parade starts with a fanfare of trumpets, the awaited signal for those whose birthdays come during the current week. The WNBR telephone operators are kept busy during the next 20 minutes clocking calls.

"THE PIONEERS" titles a new production over WCLO, Janesville, Wis., written solely for the air and produced entirely by a studio staff. The station claims that this "radiopera" is the first of its kind in broadcast history. The book is by Raoul Largay, WCLO dramatic director, and the music by Walter Goetzinger, musical director.

RADIO PROGRAMS of WDSU, New Orleans, are again being displayed in the newspaper advertising of the Feibleman Co., a unit of Sears, Roebuck & Co. When these programs recently were discontinued, the company received thousands of letters of protest.

NEWS EVENTS and features of particular interest to women are offered by Rush Hughes daily, except Saturday and Sunday, 3 to 3:15 p.m., on KFI, Los Angeles, and KGO, San Francisco. Some of the titles used are "Forgotten Women", covering stories about unsung heroines, and "Remembered Women", concerning those who have been rewarded.

A "BUY AMERICAN" and "Inaugural" party was staged in the Sala de Oro of the Los Angeles Biltmore March 3 and directed by Fred V. Bowers, song writer and radio artist. Jess Kirkpatrick's orchestra furnished the dance music while the radio talent included Ruth Durrell, KFWB soprano; Sam Coslow, KHJ crooner; Bill Sharples, KNX m.c.; Polly Grant Hall, KFI pianist; Alice Prindle, KFWB contralto; Harry Barris, composer, and Charlie Wellman, KFI singer. Reception committee included Raymond Paige, KFI music director, and Don Wilson, chief announcer for KFI.

APPROXIMATELY 750 visitors are being attracted daily to the auditorium from which broadcasts of children's program originate in the E. W. Edwards department store, Syracuse, N. Y., for transmission over WSYR. At a party held in Keith's theater Feb. 22 between 3,000 and 4,000 persons were present to witness a special broadcast.

KFWB, Hollywood, observed its eighth birthday the night of March 4 with its entire cast doing a personal appearance from a sound stage at Warner Brothers' lot.

FIVE thousand persons were turned away March 5 when Elder Solomon Lightfoot Michaux, Negro preacher, held a benefit service in Washington Auditorium. Elder Michaux broadcasts six mornings a week over WJSV, CBS outlet near Washington. On March 11 the program was put on the CBS network for daily broadcasts, 9 to 9:30 a.m.

"THE LOWDOWN" captions a new weekly studio series on KHJ, Los Angeles, wherein Announcer Gary Breckner interviews studio entertainers. Musical accompaniment takes the form of Hawaiian tunes.

KYA, San Francisco, will carry the weekly "Classroom of the Air" for St. Mary's College. The institution at one time sponsored a similar broadcast over KTAB.

WBAL

BALTIMORE

Maryland's Only Clear Channel Station

We wouldn't believe any station could pull the mail we are pulling if our Client mail records didn't PROVE it!

Exclusive National Representatives
EDWARD PETRY AND COMPANY
NEW YORK CHICAGO SAN FRANCISCO

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

KDYL, Salt Lake City, struck a new chord in radio news reporting March 4 when it recreated the highlight of the inauguration ceremonies. Recording the oath of office and inauguration address of Franklin D. Roosevelt, and playing it later in the evening for the benefit of working people who could not tune in during the day, proved to be highly pleasing to listeners. The idea was Philip G. Lasky's, KDYL director.

WGAR, Cleveland, is broadcasting the Young Poets' Hour every Saturday afternoon, when Cleveland high school authors read their works over the air. The program has attracted considerable interest among literary circles.

AL PEARCE and his troupe, originally operating as the Happy-go-Lucky Gang over the Don Lee network, but off the air the middle of February because of contract differences, returned on March 6. Their new affiliation brings their act on the stage in the Radio Playhouse, Los Angeles, and thence to KFI and stations on the NBC-KGO network, at 2 p.m. weekdays, with Swift & Co. sponsoring Tuesday and Thursday shows.

COL. YANK TAYLOR, radio editor of the CHICAGO DAILY TIMES, was interviewed on how a radio editor looks at radio by Helen Stevens Fisher in the NBC Farm and Home Hour Feb. 27.

A NEW quarter-hour weekly program was recently introduced on WDEL, Wilmington, Del., under title of "Hobby Minutes." Every Thursday evening a prominent man or woman in the city is brought before the microphone and interviewed on his or her special hobby.

CALIFORNIA'S State Bureau of Fire Prevention on March 8 inaugurated a series of weekly programs over KRKD, Los Angeles, to caution campers. Arthur Ridgway, composer-pianist, and director for national music week activities in Los Angeles, was featured on the initial broadcast.

Cosmetics and Romance

(*Continued from page 9*)

as possible, as they feel that the group to whom their products are sold are more discriminating than the average.

This reasoning was apparently correct, for thousands of women regularly tune in the "Pageants" for their weekly half-hour of romantic entertainment. The commercial announcements are kept short and interesting; they are devoted more to emphasizing the excellence of the whole line of Princess Pat products than to selling any particular item.

And so, by building a large and appreciative audience, the broadcasts are accomplishing their chief objective, the building of good will for Princess Pat. In other times the sponsors might have been satisfied that this was enough to expect from a radio campaign. But today good will is not enough. Advertising must show present as well as future profits.

Word-Building Contest

IN THIS CAMPAIGN immediate sales are derived from a word-building contest which requires each entry to be accompanied with the circle from a 50-cent box of rouge. Cash prizes are awarded the winners and a Princess Pat make-up kit is sent to each contestant, whether she wins a prize or not. Although the contest announcement is kept unusually brief and is not allowed to interfere with the entertainment of the broadcasts, this contest has pulled an amazing number of entries and has done it with an inquiry cost of only 10 cents each.

In testing out the "Princess Pat Pageant" in the Chicago area an interesting experiment has been tried. Each program is broadcast on Monday evening over WBBM, Chicago, a station whose appeal is largely to the more sophisticated city dweller, and then repeated on Tuesday afternoon over WLS, Chicago, whose audience is almost entirely rural. The sponsors feared that there might be some objections to their broadcasting both an evening and matinee performance of the same show, but although many letters from both audiences have been received not a single person so far has complained of the repetition.

New Kind of Broadcast

WHEN the half-hour programs had been launched, the sponsors decided to also try out an entirely different kind of broadcast advertising. This second program is a five-minute show broadcast seven days weekly in the daytime.

Each program includes a short talk by the "Beauty Editor of the Air" (Patricia Gordon, of Gordon Gordon, Ltd., manufacturers of the Princess Pat cosmetics) and a brief dramatic episode illustrating the beauty suggestion given in the talk. A single suggestion is presented each day, which avoids any confusion on the part of the listener, and which also affords an opportunity to devote the commercial announcement to the particular Princess Pat product that will best enable listeners to carry out Patricia Gordon's advice. The contest announcement is also included.

Both Types Effective

EXPECTING to discover which type of broadcasting was the most effective for them, the sponsors have found instead that both types of radio advertising—the institutional and the direct selling—are unusually productive advertising. As a result the five-minute broadcasts, which are electrically transcribed, are now being placed on a rapidly increasing number of stations, and the placing of the half-hour dramas over a national network is being seriously considered.

Both series are planned and produced by Critchfield & Company, Chicago advertising agency. The transcriptions are recorded by the Columbia Phonograph Company, Chicago.

Cosmetic Manufacturer Ties Up Fashion Organ In Program on WABC

AN UNUSUAL tieup of a leading manufacturer of cosmetics and a foremost fashion publication began March 9 at 11 a.m., when the first of a series of 13 weekly programs sponsored by the National Oil Products Co., Harrison, N. J., was heard over WABC, New York key of CBS. The company is going on the single station for the purpose of introducing a new product, Admiracion Soapless Shampoo, and may later be extended over a network. The program is predicated on the interest of women in fashions and fashion changes. It is dedicated to this interest and is known as "Fashion Forecasts".

National Oil Products Co. felt that VOGUE MAGAZINE is regarded very highly as an outstanding arbiter of fashions. It was felt that thousands of women have been accustomed to guide their own clothing styles by VOGUE hints and patterns. The question of fashion brings up the entire all-important question of general appearance and good grooming. It is but a step from the dress or the hat to the coiffure.

The sponsor's agency, Charles Dallas Reach, Newark, prevailed upon the editors of VOGUE to release notes on trends and an exclusive pattern before actual date of publication. Jean Wanamaker, style and fashion adviser, was engaged to appear on the broadcasts. She is a former member of the Conde Nast staff and maintains close contact with the organization. She is planning to spend several days each week at the VOGUE offices, securing the latest authentic information on fashion changes. Each week she will illustrate the new developments with a pre-view of a particular VOGUE pattern. This will be described in complete detail, and helpful hints will be given to show how a gown can be made from it—buying and selecting the material, how to cut it, etc.

Listeners are afforded an opportunity to obtain patterns free of charge. Miss Wanamaker explains that by sending in a carton which contained Admiracion Soapless Shampoo, listeners will receive the pattern in their own size in return.

New WSYR Studios

UP-TO-THE-MINUTE studios were inaugurated March 6 by WSYR in the Syracuse Bldg., newest Syracuse office structure. The latest sound-proof and acoustical devices were furnished by the Johns-Manville Co. RCA Victor provided the newest speech input equipment and turntables. There are three studios, one large enough for an orchestra and an audience of 50, and a large control room. The formal opening was March 11 with Graham McNamee and Ray Perkins officiating in an NBC network relay. Howard C. Barth remains as general manager.

Theater and Radio

(*Continued from page 11*)

come when the average American again will have money in his pocket — money that he will be wanting to spend with those of us who offer him the things that he desires.

The job today is not only to keep up with the procession—both in radio and in the theater—but to try to be two or three jumps ahead of it, at least at times. We can do without executives who still hold to the wine, women and song idea of running theaters or radio stations. We need more common sense, more thought, more cold-blooded, unsentimental analyses of facts and figures and more attention to business. And I might add, less throat-cutting between competitors.

WLBW SERVES
THREE STATES
OHIO - PENNSYLVANIA - NEW YORK

WLBW—*is the only network station heard consistently in Northwestern Pennsylvania.*

WLBW—with its 17-hour schedule of Columbia programs, supplemented by local programs of network standard, has built an audience of more than one million loyal, able-to-buy listeners.

WLBW—is increasing sales and distribution in three states, Pennsylvania, New York and Ohio, for its advertisers. The vast, prosperous audience served by WLBW is ready to spend money for products advertised over this station.

WLBW—can and will increase your sales if given the opportunity. Write for rates and data regarding the acceptance and coverage of Northwestern Pennsylvania's most powerful station.

1000 WATTS **WLBW** 1260 KC.
ERIE

COMPLETE 33 1-3—78 TURNTABLES
BROADCASTERS OF PENNSYLVANIA
COLUMBIA NETWORK

"CONSISTENT TRI-STATE COVERAGE"
OHIO · PENNSYLVANIA · NEW YORK

Radio Aids Banking Crisis

(Continued from page 6)

enthusiastically called by Harold A. Lafount, acting chairman of the Radio Commission, the "high water mark" in radio public service. There was apt prediction also in Commissioner Lafount's statement that "in the present national crisis radio will play an important part in permitting those in authority to call together 'our whole family' to talk to them freely and frankly."

It cost CBS and NBC fully $25,000 to handle the eight-hour inaugural broadcast, into which star announcers and leading commentators threw all their efforts. Nearly everything else on the board was shunted aside for this event, the usual rebates or time extensions being given to sponsors. NBC added WOR to its networks and CBS extended its services to WINS in a cooperative spirit.

The day after the inauguration President Roosevelt went on the air over both networks to deliver a short speech to the American Legion, whose posts were gathered throughout the country. NBC had the address of the president of the Legion scheduled, and CBS plugged in for the Roosevelt talk. Henry Bellows, CBS Washington vice president, took this occasion to "dedicate radio's facilities to the service of our government and our people, to the end that there shall be throughout the country a clearer and fuller understanding of the great tasks which must be performed."

Microphones in Capitol

THE SAME NIGHT President Roosevelt's proclamation declaring a national bank holiday was read over the networks within a few minutes after it was released at the White House.

From that time forward, the networks vied with one another to be first to present all official statements and latest news developments to their audiences, breaking into commercial programs wherever necessary. Not a scrap of pertinent information was overlooked. Then, on March 9, as if to cap the climax of the previous remarkable coverage of events, the networks sought and secured permission for the first time to install microphones on the rostrum of the House of Representatives to carry the calling of the roll, the election of the Speaker and the President's message to the new Congress.

The Senate was covered by both networks by having announcers and commentators in anterooms, to which leading members of that body came for interviews immediately after the reading of the Presidential message. The words these leaders spoke, invariably commenting favorably on the President's statement regardless of their party affiliations, were further reassuring to the listening public.

CBS signed on for the opening of Congress with an introduction of Admiral Byrd, speaking from the Willard hotel, by Mr. Bellows. At 12 noon the switch was made to the Capitol, where Frederic William Wile was the commentator and Robert Trout chief announcer. They were assisted by Harry Butcher, manager of WJSV, and Wells Church, program director. Senator King of Utah, who arranged for the broadcast, was first to be called to the microphone after the Presidential message was read, and Mr. Butcher significantly thanked him for making the radio arrangements which were described by Mr. Butcher as "a sign for us of the new deal."

NBC's commentators, heard over both Blue and Red networks, were David Lawrence and Anne Hard, both veteran radio speakers, and James Wright, Washington correspondent of the BUFFALO EVENING NEWS, operator of WBEN. Announcers were Carlton Smith and Herluf Provensen, with Vincent Callahan acting as reporter. No sooner was the President's message read than NBC had leading Senators before its microphones for comments.

When the banking authority bill urged by President Roosevelt was placed before the House by Speaker Rainey, NBC signed on again and carried an unscheduled feature—the actual debate in the House—for more than an hour. This was the first actual broadcast of a debate on the floor of Congress in radio history. The proceedings were on the air until the House passed the bill.

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WESTINGHOUSE ANNOUNCES

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ACTIONS OF THE
FEDERAL RADIO COMMISSION
MARCH 1 TO MARCH 15 INCLUSIVE

Applications . . .

MARCH 1

WRNY, New York—Changes in automatic frequency control.

WGBI, Scranton, Pa.—CP to make changes in equipment.

WHET, Troy, Ala.—Modification of license to change specified hours of operation; requests an additional hour Sunday evenings.

KRMD, Shreveport, La.—Changes in automatic frequency control.

KSTP, St. Paul, Minn.—License to cover CP granted 2-7-33 to increase power from 10 kw. to 10 kw. night, 25 kw. to LS (experimental basis).

NEW, Mason City, Iowa—C. E. Wilkinson for CP to use 1500 kc., 100 w., specified hours; resubmitted and amended as to transmitter location.

KGCX, Wolf Point, Mont.—Voluntary assignment of license to E. E. Krebsbach.

MARCH 4

WGLC, Hudson Falls, N. Y.—License to cover CP granted 11-3-32, move station from Glens Falls, N. Y., new equipment and increase power from 50 w. to 50 w. night and 100 w. to LS.

WHAM, Rochester, N. Y.—License to cover CP granted 12-17-31 new equipment and increase power from 5 kw. to 25 kw.

WHAM, Rochester, N. Y.—Determine operating power by direct antenna measurement.

WINS, New York—Modification of license to increase power from 500 w. to 1 kw. resubmitted without change requests be considered under 6(g).

WJBK, Detroit—Modification of station license to change hours of operation from unlimited D, specified hours night to simultaneously day and share night with WIBM accordance time sharing agreement.

WIBM, Jackson, Mich.—Modification of license to change hours of operation from unlimited day, specified hours night to simultaneous day, share night with WJBK, accordance time sharing agreement.

WMC, Memphis, Tenn.—Special authorization to increase night power from 500 w. to 1 kw. experimentally.

WAMC, Anniston, Ala.—CP to move transmitter and studio to Muscle Shoals, Ala., exact location to be determined, and change equipment.

WJBO, Baton Rouge, La.—Modification of CP 12-22-32 and modifications to change proposed street address of transmitter location to Magnolia and 5th streets, Baton Rouge, and extend dates of commencement and completion.

KVOO, Tulsa, Okla.—Modification of CP granted 11-17-31 to extend completion date to 6-17-33.

WAML, Laurel, Miss.—Modification of license to change specified hours of operation.

KIEM, Eureka, Cal.—Modification of CP granted 9-13-32 for new station to extend date completion to 4-1-33.

KIEM, Eureka, Cal.—Modification of CP to change equipment.

MARCH 8

WSAZ, Huntington, W. Va.—Special authorization to change frequency, power and hours of operation from 580 kc., 250 w. night, 500 w. to LS, shares WOBU to 1190 kc., 500 w., and 1 kw. on experimental basis—limited time until sunset at San Antonio, Tex.

WOBU, Charleston, W. Va.—Modification of license to change hours of operation from shares with WSAZ to unlimited (facilities of WSAZ, Huntington, W. Va.).

NEW, Greensburg, Pa.—Lee Elton Spencer for CP (transmitter location Jeannette, Pa.) to use 800 kc., 250 w., D.

NEW, Jonesboro, La.—Robert C. Harper for CP to use 1370 kc., 40 w. D.

WABZ, New Orleans—CP to move transmitter locally and install new transmitter.

WHEF, Kosciusko, Miss.—Modification of CP granted 3-18-32 for new station to extend dates of commencement and completion.

NEW, Owantonna, Miss.—Kenneth A. Hunter and Fred M. Hager, Jr., for CP to use 1310 kc., 25 w., specified hours 9 a.m. to 3 p.m.

WLB-WGMS, Minneapolis—Modification of license for change in specified hours of operation to include hours now assigned KFMX; requests facilities of KFMX, Northfield Minn.; consent of KFMX given.

WLBL, Stevens Point, Wis.—Modification of license to increase power from 2 kw. to 2½ kw. (D. station).

KOL, Seattle, Wash.—Modification of license to change frequency from 1270 kc. to 850 kc.

MARCH 11

WBCM, Bay City, Mich.—Special authorization to increase power from 500 w. to 1 kw. on experimental basis for sixty days.

KOCW, Chickasha, Okla.—Modification of CP granted 12-2-32 to make changes in equipment, new transmitter and extend dates of commencement and completion.

WSB, Atlanta, Ga.—Modification of CP granted 11-17-31 for 50 kw. station to extend completion date to 6-17-33.

KGIX, Las Vegas, Nev.—Involuntary assignment of license of KGIX.

NEW, Las Vegas, Nev.—Clyde D. Smith and R. W. Lautzenheiser for CP to use 1420 kc., 100 w. (facilities KGIX, Las Vegas).

Applications returned: WMAL, Washington, D. C.—License to cover CP for auxiliary transmitter; WAMC, Anniston, Ala.—Install automatic frequency control; NEW, Dietrich Dirks, Lincoln, Neb.—CP to use 1210 kc., 100 w. night, 250 w. to LS unlimited hours (facilities of KFOR, Lincoln, Neb).

MARCH 15

WGLC, Hudson Falls, N. Y.—Modification of CP granted 11-3-32 to make changes in equipment.

WHBC, Canton, O.—License to cover CP granted 2-12-32 for new equipment.

NEW, Post Tex.—Church of Christ for CP to use 950 kc., 5 w. Specified day hours (12 noon to 5 p.m.).

WRHM, Minneapolis—Modification of license to increase hours of operation to include hours now assigned to KFMX, Northfield, Minn., and facilities of WLB-WGMS, Minneapolis, Minn.

WKBF, Indianapolis—CP to erect and use transmitter formerly used by WCMA, as auxiliary while main transmitter is being moved in accordance with CP.

NEW, Monterey, Cal.—W. L. Gleeson for CP for new station, 3 miles west of Salinas on Monterey Bay, Cal., to use 1210 kc., 100 w., unlimited hours; amended to change proposed transmitter and studio location to Monterey, Cal.

Application returned: NEW, Philip J. Wiseman, Lewiston, Me.—CP to use 640 kc., 500 w., LT.

Decisions . . .

FEBRUARY 28

WNBW, Carbondale, Pa.—Granted modification of CP to extend commencement date from Sept. 19, 1932, to Feb. 15, 1933, and completion date from Dec. 18, 1932, to June 15, 1933.

KGHI, Little Rock, Ark.—Granted consent to voluntary assignment of license to Lloyd Judd Co.

KFNF, Shenandoah, Ia.—Granted continuation from March 1 to April 1 of special authority to use the time assigned to but not used by KUSD and WILL.

WBAL, Baltimore, Md.—Granted extension of synchronization authority for period of three months from March 1.

WNBW, Carbondale, Pa.—Granted extension of authority to remain silent for 60 days from Dec. 15, 1932.

KWEA, Shreveport, La.—Granted extension of authority to remain silent pending action on CP and renewal application now pending before the Commission.

KFMX, Northfield, Minn.—Granted authority to remain silent for an additional period of 10 days.

WLBL, Stevens Point, Wis.—Granted authority to remain silent on all national holidays.

WDGY, Minneapolis—Granted special authority to erect and operate temporarily a transmitter at 909 W. Broadway, Minneapolis, 1180 kc., 500 w., for period not over 30 days.

KFYR, Bismarck, N. Dak.—Granted special authority to operate from 12:30 to 2 p.m., CST, March 4, provided KFDY remains silent.

WNAD, Norman, Okla.—Granted special authority to operate from 3:30 to 5 p.m., CST, March 8, 13, 20 and 27, provided WGGF remains silent.

WKBF, Indianapolis—Granted special authority to erect and operate equipment formerly licensed by WCMA, at present location of WKBF, for period of 30 days.

Set for hearing: WMBG, Richmond, Va.—CP to make changes in equipment and increase D power from 100 to 250 w. (facilities of WPHR); KGEK, Yuma, Col.—CP to move station from Yuma to Fort Collins, Col.; WSMB, New Orleans—Modification of license to increase D power from 500 w. to 1 kw. (facilities of KWEA).

WEHC, Emory, Va. (Ex. Rep. 452)—Application for CP to move station from Emory to Charlottesville, Va., granted, to operate on 1350 kc. and 500 w. power, D hours, sustaining Chief Examiner Yost.

WMAL, Washington, D. C.—Granted application for assignment of license and CP to the NBC. WMAL operates on 650 kc. with 500 w. day, 250 w. night, and has a CP for new transmitter equipment to be used for auxiliary purposes. This case was heard by the Commission en banc Feb. 15.

MARCH 3

WICC, Bridgeport, Conn.—Granted CP to construct auxiliary transmitter to be used while moving main transmitter.

WIXX, Chicopee Falls, Mass.—Granted renewal of special experimental license, 332 kc., 100 w.

Set for hearing: WJBY, Gadsden, Ala.—CP to make changes in equipment and move studio locally in Gadsden; WEBR, Buffalo, N. Y.—Granted requisition to reconsider Commission's action of Feb. 10, in defaulting application for modification of license and directed that hearing be scheduled Feb. 24 as originally.

KPPC, Pasadena, Cal.—Denied authority to operate from midnight to 6 a.m., PST, March 4, with 100 w. power in order to broadcast a test program.

WKBN, Youngstown, O.—Denied authority to operate simultaneously with WEAO from 1 to 3 p.m., March 4, in order to broadcast inauguration program.

WABI, Bangor, Me.—Granted special authority to operate from 3 to 5 p.m., EST, March 12.

WSUI, Iowa City, Ia.—Granted special authority to operate from 10 p.m., CST, March 10, to 1 a.m., CST, March 11, and from 10 p.m. to 12 midnight, CST, on March 17 and 31.

WLS, Chicago—Granted renewal of license for auxiliary transmitter for regular period.

Applications dismissed at request of applicants: WOBU, Charleston, W. Va.—Special authority, 250 w., 500 w. LS, additional 250 w. night, experimental; WSAZ, Huntington, W. Va.—Special authority, 250 w., 500 w. LS, additional 250 w. night, experimental.

MARCH 7

KRMD, Shreveport, La.—Granted modification of license to change specified hours of operation to as follows: Daily except Sunday, 7 a.m. to 1 p.m.; 5 to 8 p.m.; Sunday 9 a.m. to 6 p.m., CST.

WAZL, Hazleton, Pa.—Granted authority to operate a maximum of four hours a day simultaneously with WILM, at Wilmington, Del.

WFBM, Indianapolis—Granted authority to operate simultaneously with WSBT March 17 and 18 from 10:15 a.m. to 12 noon, and from 3 to 5:30 p.m., CST, in order to broadcast basketball tournament.

Copper Electric Co., Lowell, Ariz.—Granted request to take depositions in re its application for CP; hearing scheduled for March 27.

WTAQ, Eau Clare, Wis., and KSCJ, Sioux City, Ia.—Action designating the applications for renewal of licenses for hearing reconsidered, and applications dismissed from hearing docket and granted; the Commission also dismissed application for modification of license from hearing docket and granted as follows: Changing hours of operation from sharing to simultaneous D operation and specified hours at night in accordance with agreement.

KGCX, Wolf Point, Mont.—Granted special authority to operate unlimited time March 9, 10 and 11.

WKBF, Indianapolis—Granted special authority to operate from 7:00 to 8:00 p.m., CST, March 17, provided WBAA remains silent.

KMPC, Beverly Hills, Cal.—Granted consent to voluntary assignment of license to Beverly Hills, Broadcasting Corp.

KFAC and KFVD, Los Angeles—Granted consent to voluntary assignment of license to Los Angeles Broadcasting Co., Inc.

WBAA, W. Lafayette, Ind.—Granted special authority to operate from 8:30 to 9:30 p.m., CST, March 16, provided WKBF remains silent.

Set for hearing: NEW, William Avera Wynne, Greenville, N. C.—CP for new station, 1420 kc., 100 w., D hours; WFOX, Brooklyn, N. Y.—Modification of license to increase hours of operation from ¼ time, sharing with WLTH, WCGU and WBBC, to unlimited half time; WTAG, Worcester, Mass.—Modification of license to increase nighttime power from 250 to 500 w.; WQDM, St. Albans, Vt.—CP to move transmitter to outside of city limits of St. Albans, make changes in equipment, change frequency from 1370 kc. to 1340 kc., increase power from 100 w. to 1 kw. and change specified hours of operation to as follows: 10 a.m. to 2 p.m.; 4 to 6 p.m., EST, daily.

KGKX, Sandpoint, Idaho—Denied authority to operate, beginning March 1, without frequency monitor until its arrival from factory.

KVOA, Tucson, Ariz.—Reconsidered and granted request to take deposition of Robert M. Riculfi in Tucson, in connection with his application for renewal of license of KVOA now pending on the hearing docket and continued several times because of the inability of the applicant Riculfi to appear.

Washington Visitors*

John C. Royal, John Elwood and William Burk Miller, NBC, New York
E. K. Cohan and Paul White, CBS, New York
A. J. McCosker, WOR, Newark
Arthur B. Church, KMBC, Kansas City
Father Charles E. Coughlin, Detroit
Stanley Hubbard, KSTP, St. Paul
G. A. Richards, WJR, Detroit
R. E. Willson and Henry Lee Taylor, KABC, San Antonio
Mrs. J. M. Heaton, KGIX, Las Vegas, Nev.
W. G. H. Finch, WINS, New York
E. C. Craney, KGIR, Butte
C. R. McCullough, WDEL, Wilmington
Joseph A. Chambers, WLW, Cincinnati
S. M. Kintner, Frederick H. Wood, J. J. Jackson and Walter C. Evans, Westinghouse, Pittsburgh

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *March 1 to March 14.*

MARCH 10

WLEY, Lexington, Mass.—Granted consent to voluntary assignment of license to Albert S. Moffat.

KFOR, Lincoln, Neb.—Granted modification of CP extending commencement date of CP from 9-30-32 to 3-29-33 and extension of completion date from 12-30-32 to 5-29-33. Also granted consent to voluntary assignment of CP and license to Cornbelt Broadcasting Corp.

WMCA, New York—Granted special authority to make tests for a period of 15 days between the hours of 1 and 6 a.m. on auxiliary transmitter.

KGCR, Watertown, S. D.—Granted further extension of Rule 145 until March 15.

KGIZ, Grant City, Mo.—Renewal of license set for hearing.

KGDA, Mitchell, S. D.—Granted temporary license pursuant to and in accordance with temporary restraining order issued by D. C. court of appeals on March 8, to operate on 1370 kc., 100 w., unlimited time.

KRLD, Dallas, Tex.—Dismissed application on request of station's attorney for modification of license to permit operation for a maximum of six hour D. on 1040 kc., with authority to select the hours and to share time with KTHS on 1040 kc.

KTHS, Hot Springs, Ark.—Same action on similar application of this station.

KLX, Oakland, Cal. (Ex. Rep. 441)—Granted modification of license increasing power from 500 w. to 1 kw. day and night on frequency 880 kc., reversing Examiner Pratt.

NEW, Visual Radio Corp., Watsontown, Pa. (Ex. Rep. 450)—Denied application for CP for experimental radio station combining sound and television; transmission facilities ask use of band from 2200 to 2300 kc., 1 kw., intermittent operation, sustaining Examiner Hyde.

MARCH 14

WFBC, Greenville, S. C.—Granted modification of CP to change transmitter and studio location locally in Greenville; extend commencement date of CP 30 days from Feb. 15 and completion date to June 15.

KIEM, Eureka, Cal.—Granted modification of CP to make changes in equipment; also to extend completion date of CP to May 1.

WHET, Troy, Ala.—Granted modification of license to operate from 8 to 9 p.m. on Sundays, in addition to the present operating hours of unlimited D. from 7 to 8 p.m., CST, on Sundays.

WHAM, Rochester, N. Y.—Granted authority to determine power of station by direct antenna; also granted license covering installation of new equipment; moving transmitter locally and increasing power from 5 to 25 kw.; 1150 kc., unlimited time.

WGNY, Chester Township, N. Y.—Granted license covering erection of a new station, 1210 kc., 50 w., specified hours; also authority to determine power by direct antenna.

KSTP, St. Paul, Minn.—Granted license covering increase in power from 10 to 25 kw. on experimental basis, and making changes in equipment: 1460 kc., 10 kw. night, 25 kw. LS, experimental unlimited time.

KOIN, Portland, Ore.—Granted license covering local move of transmitter; 940 kc., 1 kw., unlimited time.

WRNY, New York, and KRMD, Shreveport, La.—Granted authority to make changes in automatic frequency control equipment.

WGLC, Glens Falls, N. Y.—Granted authority to use new transmitter on program tests pending action on formal application for modification of CP for period of 30 days.

WAML, Shreveport, La.—Granted 30 day extension of program test period.

KTAB, San Francisco—Granted modification of license to move main studio from 8th and Mission Sts., San Francisco, to 1424 Franklin St., Oakland, Cal.

Set for hearing: NEW, W. L. Gleeson, Sacramento, Cal.—CP for new station, 1490 kc., 5 kw., unlimited; NEW, Don Lee Broadcasting System, Redlands, Cal.—CP for new station, 780 kc., 500 w., unlimited (facilities of KTM and KELW).

Examiners' Reports . . .

NEW, Altoona Broadcasting Corp., Altoona, Pa.—Examiner Pratt (Report 461, Docket 1915) recommended that application for CP on 620 kc. with 1 kw., D, be denied because of failure of applicant to be represented at hearing.

WMBH, Joplin, Mo.—Examiner Pratt recommended (Report 462, Docket 1873) that application for increase in hours of operation be denied because such action would increase interference.

NEW, John Tindale, Abilene, Tex.—Chief Examiner Yost recommended (Report 463) application for CP on 1420 kc., 100 w., share time with KABC be denied as in default and that license of KABC be renewed.

KVOA, Tucson, Ariz.—Examiner Pratt recommended (Report 464, Dockets 1812 and 1919) that applications for renewal of license and voluntary assignment of license to Arizona Broadcasting Co., Inc., be denied.

WEBR, Buffalo—Examiner Hyde recommended (Report 465, Docket 1904) denial of application for authority to operate main transmitter and auxiliary transmitter alternatively as contrary to regulations.

Supreme Court to Review WIBO Case Involving Validity of Davis Amendment

Commission Reversed by D. C. Court on Two Appeals Because of Failure to Grant "Proper Hearings"

FINAL adjudication of the validity of the Davis amendment and the quota regulations governing the distribution of broadcasting facilities was assured with the granting March 13 by the U. S. Supreme Court of the government's petition for review of the WIBO case. The government, through the Department of Justice, had petitioned the highest tribunal for review of the decision of the Court of Appeals of the District of Columbia reversing the Radio Commission's action in the case.

Regarded as the most important test of radio regulation ever to go before the Supreme Court, the case involves the right of the commission to remove stations summarily in overquota states and to assign their facilities to underquota areas. A victory for the Commission would mean that it could exercise a free hand in transferring facilities from the 27 overquota states to underquota states, regardless of property rights, station investments and public service.

116 Cases Involved

THE LOWER court, by majority opinion, reversed the Commission's deletion of WIBO and WPCC, Chicago, which share time on the 560 kc. channel, in favor of WJKS, Gary, Ind. Only the quota issue was raised, since Illinois is the most overquota state in the country and Indiana is 22 per cent underquota. The lower court held that the decision was "arbitrary and capricious" and that the Davis amendment, under which the quota regulations were promulgated, did not dictate mathematical equality in the state and zone distribution.

In its petition for certiorari, the Justice Department contended that 116 separate cases pending before the Commission involve substantially the same issue raised in the WIBO proceeding. Mabel Walker Willebrandt, former assistant attorney general, counsel for WJKS, in an intervening petition, supported the government's petition, filed by Solicitor General Thomas D. Thacher.

Commission Reversed

REAFFIRMING past rulings that full hearings must be allowed all aggrieved parties, the District of Columbia Court of Appeals in two opinions during the last fortnight reversed the Radio Commission and remanded the cases for "proper hearing."

On the appeal of KFPY, Spokane, the court, March 6, held the Commission erred in not holding a hearing to which the Spokane station was a party before authorizing KSEI, Pocatello, Ida., to operate on 890 kc. KFPY had pending at the time an application for the same frequency.

The court, in reversing the decision, ordered that KFPY be given opportunity to be heard and that the Commission, without regard to its prior action, grant the disputed frequency to which ever station will best serve public interest.

The second case in which the commission was reversed involved the appeal of WOQ, Kansas City, operated by the Unity School of Christianity, from a decision of Dec. 18, 1931, granting KFH, Wichita, full time on 1300 kc., which KFH used five-sevenths time and WOQ two-sevenths. WOQ had made application to transfer its assignment to the Fairfax Broadcasting Co., of Kansas City, for commercial operation.

WNJ Review Denied

THE COURT on March 13 held that the Commission, without notice to WOQ, reversed the decision of the examiner who had recommended against the KFH application and ordered the deletion of WOQ. It concluded that the findings in the case had been made without notice, and that the decision "must be set aside and the case remanded, to the end that a proper hearing be had before the Commission".

The U. S. Supreme Court on March 6 denied the petition of WNJ, Newark, for a review of the Court of Appeals' decision sustaining the Radio Commission's deletion of that station. WNJ formerly shared time with WHOM, WMBS, and WKBO. WHOM was awarded three-fourths time by the Commission.

KDGA, Mitchell, S. D., on March 8 procured from the Court of Appeals, through attorneys Paul M. Segal and George S. Smith, a stay order from the Commission's decision ordering its deletion. The station is assigned to 1370 kc. with 100 watts, full time.

U. P. May Ban Radio

POLICY of the American Newspaper Publishers Association with regard to news broadcasts, and also that of the other press associations, is expected to be announced when the publisher groups hold their annual meetings in New York in April. In the meantime, United Press has advised the A.N.P.A. that it is prepared to ban radio's use of any of its news if the A.N.P.A. membership and the Associated Press and International News Service vote that way.

Sykes is Renamed

(*Continued from page 6*)

in Democratic circles in Omaha for the last 20 years. He is about 50 years old and until 1919 he was secretary to the late Congressman Lobeck of Omaha. For many years he was a member of the Democratic state central committee, and once chairman of the Douglas County central committee. During the early days of prohibition, Mr. Hanley served as federal prohibition director for Nebraska. He has been a candidate for several offices, notably for Congress in 1922, but always when Republicans were in political control of the state.

A variety of plans for consolidation of bureaus and independent agencies of the government has been under tentative consideration by the new administration. Radio has been mentioned in connection with the projected new Federal Bureau of Transportation, which would embrace the activities of Federal agencies dealing with transportation on land, sea and air. This bureau would take over the Interstate Commerce Commission, Shipping Board, Inland Waterways Corporation, Aeronautics Branch of the Department of Commerce and possibly the Air Mail Service of the Post Office and the Radio Commission.

Further Proposals

A SECOND PLAN would transfer radio regulation to the Post Office Department. The theory behind this seemed to be that England and other European nations govern radio through their postal administrations.

The most sweeping of the several plans broached is that for consolidation of practically all of Federal independent offices, each under a director and equipped with its own technical and legal staffs. From these directors appeals could be taken to a "board of appeals", constituted like the Court of Customs Appeals, and from that board appeals would go to the U. S. Supreme Court.

Congress is considering legislation to create a Federal Communications Commission, to take over the Radio Commission's function and to assume also jurisdiction over telephones, telegraph and cables now residing largely in the I. C. C. Rep. Rayburn, (D.) of Texas, introduced such a bill at the last session with the consent of Mr. Roosevelt. Senator Dill, (D.) of Washington, now chairman of the Senate Interstate Commerce Committee, is working on a similar measure.

A. P. Enjoins KSOO

AN INJUNCTION was granted to the Associated Press March 13 by Judge Elliott in federal district court at Sioux Falls, S. D., restraining KSOO of that city from the unauthorized broadcasting of A. P. news dispatches. According to an A. P. report, Joseph Henkin, manager of KSOO, replying to the A. P. charge, did not deny using A. P. dispatches but contended that KSOO should not be barred from using such news while other stations "owned, controlled, leased, operated or otherwise affiliated with newspapers" were permitted to carry such news.

—and did Gracie ever find her brother?

One announcement brought 9801 letters

from CKOK listeners who wanted to know the answers to this and other questions about that famous team, Burns & Allen, and the rhythm experts who share honors in their program—Guy Lombardo and his Royal Canadians.

• The General Cigar Company recently announced over the Columbia chain that they would send a booklet describing the Robert Burns Cigar program to all and sundry Burns & Allen—Guy Lombardo fans. *Within four days,* CKOK received 9801 requests.

• Time and again, tests such as this have proved to both local and national advertisers that CKOK's huge audience is definitely and profitably responsive.

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Guaranty Trust Building, Windsor, Ontario

RCA's $400,000 Bid for DeForest Co. Ordered Accepted by Federal Court

Offer Does Not Include Cash, Accounts Receivable; Hygrade Sylvania Corp. Makes Only Other Bid

ACCEPTANCE of the $400,000 bid of the Radio Corporation of America for the DeForest Radio Co., Inc., Passaic, N. J., now in receivership, was ordered March 6 by Judge Guy L. Fake in the federal district court at Newark. The RCA bid was for certain assets of the DeForest company. Because the RCA offer does not include the purchase of cash on hand and accounts receivable, the return to the receivers was estimated at nearly $500,000.

The only other bidder for the property was the Hygrade Sylvania Corp., Emporium, Pa., which offered $350,000 for the entire plant, rights and assets. The receivers held this bid actually was $150,000 lower than that of RCA.

Stockholders Protest

A GROUP of stockholders protested acceptance of the RCA bid, claiming that they had not been notified of the proposed sale until the "last minute" and that the high offer was but one-fourth of the company's worth, including patent rights.

Receivers for the DeForest Co. —Leslie S. Gordon, former president, and Ralph E. Lum—urged that the RCA bid be accepted as the best obtainable. They stated that at the time of their appointment as receivers last June, the corporation had assets of $9,511.66 in cash on hand, notes receivable amounting to $3,823.24, accounts receivable amounting to $47,263.55, inventories (including raw materials and work in process) amounting to $241,607.47, fixed assets (machinery and plant equipment) on liquidation value amounting to $118,958 and deferred charges amounting to $10,401.86. Patents and patent rights of indeterminate value were carried on the books at $1. Certain additional assets on notes and accounts receivable from Jenkins Television Corp. were stated to amount to more than $368,000, together with an investment in the capital stock of the corporation to the extent of 638,967 shares, which gave DeForest control of Jenkins.

"Your petitioners", said the petition seeking the court's instructions, "are satisfied that if the above described bid or offer be not accepted they will realize a sum greatly less than the amount of the bid herein described; that the purchase price contained in said bid is greatly in excess of the amount which would be received if the remaining assets of said corporation were sold on liquidation at public auction."

The RCA bid specified that it was made expressly subject to the further contingency that the title to the property it sought shall be delivered free of liens and encumbrances of every character and description, including, among other things, taxes, on or before April 1, 1933. The actual bid was $414,600.

RCA Reports 1932 Loss But is Self-Contained

ALTHOUGH reporting that it is entering the present year "greatly strengthened" as a result of the recent consent decree which ended the government's anti-trust suit, under which it was divorced from General Electric and Westinghouse companies, RCA in its 1932 annual report shows a net loss before dividends of $1,133,586 for the year. This compares with a net income of $768,903 in 1931. Gross income from operations was $66,168,756 against $100,124,847 the preceding year.

Current assets at the end of 1932 were $38,316,654, including $25,555.458 in cash, as against $45,415.701 with $23,916,408 cash. Current liabilities were $4,451,897 against $24,661,626, but the latter figure included $17.729.719 due General Electric and Westinghouse. The company, it is reported, is now entirely self-contained and has some 300,000 stockholders.

A FINE of $1,000 for slander by radio would be imposed under a bill (H. 155) introduced in the Kansas legislature.

DOOLITTLE & FALKNOR, Inc.

FREQUENCY MEASURING SERVICE

May be arranged to provide daily or any specified number of measurements per week as well as individual measurements at station's request.

Write for prices on schedule suitable to your needs.

1306-1308 W. 74th St. *Phone:* **Stewart 2810**
CHICAGO, ILLINOIS

Toiletries on Air

(*Continued from page 9*)

urging on the part of my clerks, buy the drugs and cosmetics on display. Why, we sold out our stock of one perfume the first morning after the display was put in! This type of display reminds my customers of the things that they have heard on the air and enjoyed.

"In twelve years' merchandising experience with one of the country's largest drug chains, I have never seen anything to equal the response of the public to this display. Why the day after the new Pepsodent Antiseptic was announced, I had a display of it on my counter with a large copy of the advertisement headed 'Here's Pepsodent's Surprise.'

"Within two weeks, more than three gross bottles had been sold, 90 per cent of which were picked up by customers and handed to the clerks with the comment, 'I guess I'll try this.' No sales effort was necessary. Bill Hay's talks had already sold the antiseptic to the public; all we did was to remind them."

Some Statistics

SOME PERTINENT facts may be gleaned from the studies of the effectiveness of radio advertising made by Professor Elder of the Massachusetts Institute of Technology and published by CBS. Comparing the purchases of set-owning families with those of families who do not own radio receivers, he finds that in 1932 radio-advertised goods in general showed an aggregate increase in use of 35.1 per cent in radio homes as compared with non-radio homes.

In the toiletries categories it was found that radio-advertised toilet soaps showed an 8.3 per cent gain in radio-homes; radio-advertised toothpastes showed a 45.1 per cent gain; and radio-advertised shaving creams a 78.4 per cent gain. Non-radio-advertised products showed corresponding losses in radio homes as follows: toilet soaps, 12.9 per cent; toothpastes, 16.5 per cent; and shaving creams 10.6 per cent.

In other words, radio does sell merchandise; does sell toiletries; does sell cosmetics, and does deserve a liberal share of the advertising appropriations of toiletries and cosmetic manufacturers!

Civil Liberties Counsel Raps Radio Censorship

OPPOSITION to censorship of the radio and movies was voiced by Morris L. Ernst, counsel for the American Civil Liberties Union, at its annual meeting March 1 in New York City. Broadcasts, it was stated, should not be barred from the air because of possible offense to religious sensibilities or because they might promote civil discord.

"This country is in a state of fear", he said. "That is why we have censorship. It is the same kind of fear as that which prompts wartime censorship. It wouldn't surprise me if in the next year the President took over control of all radio stations."

Reallocation Rumors Scored By Lafount in Plea for Unity

Baldwin Drafts Plan for Mexican Conference; Date of Mexican Parley Still Uncertain

BRANDING as "inaccurate, premature and uncalled for" the reports being spread among stations that a general reallocation is inevitable and that stations, by "inside" information, might improve their facilities through this purported advice, Acting Chairman Harold A. Lafount of the Radio Commission March 13 advised all stations that there is no reason for alarm.

"The Commission's attention has been called to reports emanating from Washington that a reallocation is certain this summer and advising stations to get busy and work for better assignments", Mr. Lafount said. "Such reports are grossly inaccurate, premature and uncalled for. Solicitation of this character can only serve to impede orderly procedure in preparation for the forthcoming North American conference. It is by no means a certainty that a general reallocation will result or that any sort of reallocation will be necessary, since the negotiations are in their very earliest stage.

Unity is Urged

"WHATEVER the result, it is ridiculous to suppose that any station in this country will benefit from any agreement reached at the forthcoming conference. Broadcasters can do no better than to work in unison in the interest of the industry as a whole, rather than to look to some selfish motive doomed to failure at the start."

Meanwhile, James W. Baldwin, newly appointed NAB executive who will represent the industry at the North American conference, tentatively planned for next month in Mexico City, is drafting a comprehensive plan designed to present adequate safeguards for broadcasters. The NAB, it was pointed out, is dealing in frequencies, and not in stations per se, with its objective that of finding the solution in an enlargement of the broadcast band so that allocations in this country might remain undisturbed.

No formal word has yet been received from Mexico City as to date of the conference, although present understanding is that it will be held in April. Informally, it has been suggested that the conference be deferred until late summer or fall, but the actual time must await the invitation of the Mexican authorities.

Technical Details Mapped

REGULAR conferences are being held by the subcommittee of the general conference groups to work out technical details, all of which are being kept confidential. At these discussions Mr. Baldwin and Philip G. Loucks, NAB managing director, and J. C. McNarry, NAB engineer, are representing the industry.

The NAB drive for funds with which to carry on the North American conference work has met with good response, it was declared. Mr. Baldwin, it was pointed out, has full charge of all matters relating to conference, and should be contacted by stations desiring specific information.

New England's Market Concentration Reflected In New Trade Survey

DATA designed to portray the relative concentration of the market for consumer goods in one of the principal sales areas of the country are offered to merchants and manufacturers in the Commerce Department's new study "An Aid for Analyzing the Market for General Consumer Goods in New England."

Stressing the need in sales planning of a knowledge of the buying potentials of different localities, the report shows that more than 50 per cent of the $3,785,868,000 total retail sales credited to New England by the national census of distribution came from only six of the 67 counties of the area, while 54 counties, comprising the great bulk of the land area of the section, accounted in all for less than 24 per cent.

The new study presents the data considered of basic value to distributors seeking to adjust their sales and advertising efforts to the importance of the potential market in each of the different states, counties and marketing centers of the New England group.

As a primary indicator of buying power, the report compares the retail sales index and the population index for each county in the six New England states, and for each city or urban community of 10,000, or in many cases of 2,500 population, or more. This retail sales index shows what per cent the local sales are, in terms of the census of distribution, of the total purchases of the United States, the state and the immediate county.

A series of maps and charts designed to assist in visualizing the relative importance of the different market areas in the New England section is a prominent feature of the report. It is one of a series of such reports designed to provide in compact, readily usable form the basic marketing information made available for the first time for the various sections of the country. Copies may be obtained for 5 cents from the Department of Commerce.

Hitler Bans Jazz

CHANCELLOR Adolph Hitler has banned American jazz, particularly negro orchestras and singers, from the government-operated German broadcasting system, according to newspaper reports. In an order imposing new radio restrictions, he held such music did not meet his cultural ideas.

News From Home

ALTHOUGH it looks like a miniature, the radio receiver pictured above was responsible for all the news from home received by the American delegation to the recent International Radio Conference, held in Madrid from September to December of last year. Built by the Westinghouse, the special set was used by Walter C. Evans, manager of radio broadcasting, in picking up a special program transmitted each night during the conference by W8XK, short wave adjunct of KDKA. The program included market quotations, ball scores and news items, all of which were eagerly scanned by Mr. Evans' fellow delegates. The receiver, shown above with S. D. Gregory, Westinghouse engineer, weighs about 15 pounds, has self-contained batteries and utilizes plug-in coils to permit operation over various short wave bands.

NBC Installs Teletype System Over Network

TO SPEED up its private traffic communication with member stations, NBC is installing a nationwide teletype system to take the place of its old leased-wire Morse circuits. According to Donald Withycomb, manager of station relations, it will increase speed and efficiency of station intercommunication approximately 75 per cent.

Each network station will send and receive traffic messages, program schedules, etc. at given periods each day, from the various NBC division traffic headquarters. In addition, a coast-to-coast leased-wire circuit will be retained between such key points as New York, Chicago and San Francisco.

According to present plans, 68 of the 89 NBC network stations will be served by the teletype system and 12 by leased-wire. Of the remaining nine, KGU, Honolulu, will be served by commercial radio as heretofore, the two Canadian stations through regular commercial telegraph facilities, and the six stations located in cities where there are other NBC network outlets will be reached by telephone and messenger service.

Four teletype sending sets are installed in the NBC New York offices, so that headquarters may send different messages to four stations simultaneously, whereas under the Morse system only one message could be sent on a circuit at a time.

EQUIPPED with a new RCA transmitter of twice the power of its former one, W2XE, the CBS short wave relay station in New York, returned to the air March 1 with a special program featuring Nino Martini and the Columbia Symphony Orchestra.

The Big Five
of
Pittsburgh's
Department
Stores

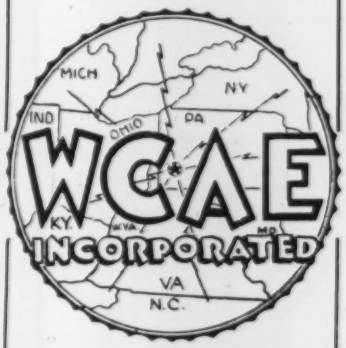
USE
WCAE
to Carry
Merchandise
Messages to
Pittsburgh's
LARGEST
RADIO
AUDIENCE

■

WCAE Is First on the air in Pittsburgh, and the last off. Its week-day schedule of *18 hours, 18 minutes* carries programs of local appeal and NBC Red Network features.

■

1000 Watts *1220 Kcs.*



Affiliated with
Pittsburgh Sun-Telegraph

"Sizzlers" on NBC

"COUNTRY DOCTOR," featuring Phillips Lord on NBC and sponsored by Listerine, goes off NBC March 15. Same sponsor will feature the "Sizzlers" thereafter. "Sizzlers" is a new NBC trio now heard sustaining. "Country Doctor" is currently on the NBC-WJZ network thrice weekly. Announced reason for discontinuance is that Phillips Lord has been ordered to a hospital for a rest, though his "Seth Parker" programs Sunday nights probably will continue without him for a while.

THE UNITED States Daily, a newspaper covering government news, suspended publication with its March 6 issue. David Lawrence, president and editor, announced that owing to the economic depression and recent developments in the general banking situation, the newspaper was unable to continue publication. "It is hoped that means may be found to resume publication at a later date," he said.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

Construction engineer who has built several stations up to 1 kw. and has acted as chief engineer of several regional stations with chain connections would like to connect with some station contemplating increase in power. Have at the present time a 1 kw. station complete with speech amplifier. Would also be interested in a new station proposition on partnership basis. Box 83, BROADCASTING.

Attention Station Owners

We have available Salesmen, Announcers, Engineers, Studio Managers, or complete personnel for the successful operation of radio station, either on lease or percentage basis. All employed at present. Reference exchanged. Box 84, BROADCASTING.

First class operator and A-1 technical engineer desires position chief or assistant with station. Prefer remaining Southwest. Salary open. Finest references. Box 86, BROADCASTING.

Available, a commercial manager with eight years experience, at present employed, best references. If you want results address Box 85, BROADCASTING.

Radio Features

Jewish Radio Features—Unique radio programs for advertisers interested in Jewish market covering 3 million consumers in Metropolitan New York. Sketches, serials, dramas, musical comedies, highest standard musical programs. We control greatest Jewish talent. SPECIALIZED BROADCASTING SERVICE, 1619 Broadway, New York.

Lynn Adair, radio playwright. Original first run dramas for sale—stock dramas leased on royalty—commercial and thumbnail (3 minute) dramas written to order. Romance—Melodrama—Thrillers. Negro Comedy. Children's Serials. 222 Kimball Hall, Chicago—45 West 39th Street, New York City.

Microphone Service

EXPERT MICROPHONE REPAIRS—Any type or make. Charges very reasonable, depending on labor and material; e.g., two-button microphones average $7.50; condenser heads $15.00. Largest stations use this service. Write for catalog of new equipment: Two-stage Condenser Microphone, bullet type, $75.00. Shure Brothers Company, 337 W. Madison St., Chicago, Ill.

Sensational Microphone Value—Universal Model "Y"—Experimenters single-button, watch model type. 200 ohms. Pure Gold Spot Center Diaphragm. Only $2.00, including valuable 1933 general catalog with diagrams. Universal Microphone Co., Ltd., Inglewood, California.

BROADCASTS QUAKE
KFOX, KHJ Put News on CBS
While Stations Shake

EYE-WITNESS accounts of the California earthquake were carried to a nation-wide CBS audience March 10-11 from the heart of the stricken area by radio men of KFOX, Long Beach, and KHJ, Los Angeles, even while the repeated shocks were shaking the very buildings in which the stations are located. The broadcasts were fed into CBS via KHJ, CBS affiliate and key of the Don Lee Pacific network.

Members of the staffs of the two stations kicked aside debris from crumbling walls and ceilings, patched wires, repaired equipment and held to the air despite repeated quakes. At Long Beach, KFOX men worked inside wrecked and shaky walls to give the stricken city its only link with the outside world.

Chief Engineer Harold G. Peery of KHJ, at work under six swaying floors, teletyped first reports eastward. Falling plaster had injured two persons in the studios and the shocks were continuing. Peery paused to explain: "Excuse my errors. This damned machine keeps moving away from me. Guess I'll have to glue my hat on."

Assisting the radio staff men was Doug Douglas, LOS ANGELES TIMES reporter, who went on the air at 6 p.m. and remained until 3:30 a.m., broadcasting news of the disaster and describing the crumbling of brick walls and the cries of the injured. In New York, Announcer Louis Dean remained at the mike to give easterners the radio reports.

Ted Bliss, KFOX official, said his station was damaged, but through the constant work of engineers it was able all night to relay messages between persons separated by the quake. Reports of the effect of the earthquake on other stations in the stricken area had not been received up to the time of going to press.

PROFESSIONAL DIRECTORY

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Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearny Sts., N. E.
Washington, D. C.

Pocket Veto Kills Davis Radio Bill

Hoover Withholds Signature Following White Attack

WITHOUT divulging his reasons officially, President Hoover pocket-vetoed the Davis omnibus bill (H. R. 7716) to amend the Radio Act of 1927. The measure, which had passed both House and Senate, consequently died along with a score of other radio bills and resolutions when the 72nd Congress adjourned March 4. Whether the bill will be reintroduced during the special session of the new Congress, which began March 9, is not definitely known.

It was ascertained at the White House that, following usual practice, the retiring President inquired of the Radio Commission whether there were objections to the bill, which had been vigorously attacked on the Senate floor by Senator White (R.) of Me., prior to its final adoption.

The Commission, it was learned, replied among other things that the provision limiting the authority of examiners would require that the Commission or a commissioner hold probably 80 per cent of all hearings; that the provision for new 100-watt stations was ambiguous since it was not clear as to whether the Davis Amendment applied, and that the new court provisions permitting appeals from Commission decisions to circuit courts throughout the country would necessitate additional employees.

Considerable debate marked the Senate's final consideration of the conference report on the bill Feb. 28. Senator White criticized virtually every Senate amendment to the original House bill and gave his reasons in detail. He attacked the examiners provision as "unworkable" and declared he believed he was warranted in saying that the changes are approved neither by the Commission nor by its counsel nor by radio broadcasters throughout the United States nor by practicing lawyers.

In the course of his attack on the so-called Norbeck amendment, to authorize additional 100-watt stations without regard to quotas, Senator White discussed in detail the issues involved in the forthcoming North American conference. He is an American delegate to the conference, likely to be held in April.

Regarding the provision for a fine of not more than $1,000 to be imposed upon stations for violations of regulations, Senator White said:

"I instinctively shrink from granting to one of these regulatory bodies the power to impose a fine. A fine is in the nature of a penalty. A fine, in my conception, ought to follow a judicial proceeding. Its imposition is the exercise of a judicial power. I insist that it is unwise in the extreme to extend to regulatory bodies set up by Congress the power to impose fines, which are penal in their nature, upon citizens of the United States."

In the ensuing debate, Senator Dill, (D.) Washington, challenged Mr. White's remarks. He held the conference report was unanimously agreed to and therefore should be adopted. It finally received Senate approval without a record vote.

If you need laughs
in your RADIO sketches, skits, dialogues and gags
you'll find 'em in
STILL MORE TOASTS 2000 Jokes Arr. by Subjects
This new book is a gold mine of up-to-the-second humor. 505 pages, cloth bound. Price $1.80 from THE H.W. WILSON CO., 950 University Ave., NEW YORK

Household Feature Gets Most Mail on West Coast

COUNT of fan mail at the NBC studios in San Francisco reveals the "Women's Magazine of the Air" receives more letters than any other network broadcast, sponsored or sustaining. The program is sponsored by various grocery and household equipment firms, some of which offer giveaways or recipes.

Second in the count was "Dr. Dick", the serial sponsored by the Centaur Co., (Castoria). MJB, sponsoring the Demi-Tasse Revue, came third by offering a phonograph record by John P. Medbury.

Barbara Dale, who conducts a women's makeup period, was first in sustaining programs. Paul Carson, organist, was next with John and Ned, harmony team, close behind. Transcontinental commercials, in order of mail received, are: Al Jolson, Amos 'n' Andy, Eddie Cantor, Baron Munchausen, and Lawrence Tibbett.

WHK Sells CBS Revue To Cleveland Sponsor

A UNIQUE form of sponsorship for a network sustaining feature has been worked out by WHK, Cleveland. "Columbia Revue", broadcast by CBS regularly as a staff artist feature, has been sold by WHK to the Pocahontas Oil Corp., dispensers of Blue Flash gas in Cleveland, as a once weekly feature at 10 p.m. Mondays. The station expects to link in a similar way another outstanding CBS sustaining feature with the Pocahontas name.

The Pocahontas company has not been on the air since it discontinued a local feature some weeks ago. Searching for some different way of serving the public, it struck upon the idea of sponsoring the Revue and other relayed features.

Swift in Canada

SPECIAL programs designed for broadcasting over CFCF, Montreal, and a network of 12 Canadian stations will be started March 30 by the J. Walter Thompson Co. for Swift & Co., Chicago packers. Talent will include both NBC and CBS artists and the series of four programs will be built to comply with newly imposed restrictions of the Canadian Radio Commission.

FACT:

WBBM's "high-test" audience is more responsive than the audience of any other Chicago Station

&

FIGURES:

ONE WBBM PROGRAM in six months "PULLS" 302,400 package-wrappers [*Retail price 10c a package*]

WBBM—on the basis of actual sales records—has the most responsive audience of any Chicago station.

Ask *your* Chicago dealer which radio station *quickens sales* faster than any other. Enough advertisers have asked enough dealers this question already for us to know that the answer is always—WBBM.

WBBM has more local commercial accounts (including national advertisers using WBBM locally) than the five other major stations in Chicago combined. *And regularly receives renewed contracts from three out of four advertisers.*

For information on rates and open time over Chicago's most *effective* station, write to

WBBM 410 North Michigan Avenue
Chicago, Illinois

RADIO SALES, Inc., 485 Madison Avenue
New York City

THE COLUMBIA BROADCASTING SYSTEM